

Ministry of Education and Science of Ukraine
Taras Shevchenko National University of Kyiv
Institute of Philology
Department of English Philology and Intercultural Communication

Weather forecast on TV: individual style of presenters

Bachelor's thesis
written by the 4th year student,
3rd English group
of Bachelor's programme
“English Studies and Translation
and Two Western European Languages”
Field of science – 03 “Humanities”
Specialty – 035 “Philology”
Olha Hidzun

Supervisor:
Nikiforova Ye. Yu.
PhD.

«Допущено до захисту»
Протокол засідання кафедри англійської
філології
та міжкультурної комунікації
Протокол № 12 від 27.05.2021
Завідувач кафедри _____ проф. Белова А.Д.

KYIV – 2021

CONTENT

INTRODUCTION	3
1. THEORETICAL BASIS OF WEATHER FORECAST DISCOURSE	5
1.1 Concept of modern broadcasting and its complementary role	5
1.2 Types of broadcasting in one-way communication	6
1.3 Weather forecast as a genre of broadcasting	9
1.4. Types of language identities in the weather forecast.	12
CONCLUSION TO CHAPTER 1	16
2. BASIC LANGUAGE IDENTITIES IN WEATHER BRODCASTS	18
2. 1 Language identity “British weather presenter”	18
2.1.1 General characteristics	18
2.1.2 Verbal and non-verbal features	20
2.1.3 Communicative strategies and tactics	24
2.2. Language identity “American weather presenter”	29
2.2.1 General characteristics	29
2.2.2 Verbal and non-verbal features	32
2.2.3 Communicative strategies and tactics	37
CONCLUSION TO CHAPTER 2	41
GENERAL CONCLUSION	43
REFERENCES	46
АНОТАЦІЯ	58

INTRODUCTION

In the 21st century, both traditional mass media technologies such as newspapers, radio, television, as well as the latest ones associated with the emergence and spread of the World Wide Web - the Internet are rapidly developing. Television as a source of information is a process of mediated communication, which presupposes equality in partnership between a TV presenter and viewers. As one of the central characters in broadcasting, the TV presenter and their individual style represent an important tool that serves for transmitting the information to the audience and ensures the formation of the certain view of reality.

The object of this study is the individual style and language identity of English-speaking TV presenters of weather forecasts.

The subject of this study is lexical, grammatical and pragmatic features of the speech of weather presenters broadcast on the TV channels in the UK and USA.

The relevance of this study is characterized by the rapidly growing and developing sphere of mass media broadcasting and the emergence of a large amount of weather reports online, as well as the insufficient analysis of the communicative features that form individual style of weather presenters.

The aim of the work is to establish the types of language identities in weather forecast on TV and analysis of the speech behavior and individual style of British and American TV weather presenters. Achieving this goal involves solving the following specific tasks:

1. outline the main features of the modern broadcasting services as a genre of mass media communications;
2. study the theoretical basics of the weather forecast as a part of ecological discourse;
3. identify the main types of language identities in weather forecast on TV;
4. systematize verbal and non-verbal characteristics, communication strategies and tactics that used by British and American weathermen to achieve certain communicative purpose;

The material under this study includes 60 videos of weather forecasts, totaling 3 hours and 45 minutes, presented in the public domain on the websites of the UK and US TV channels or on the official channels on the YouTube.com, differing in date, duration and method of submitting the weather report.

In this study, we used the following **methods**: *method of observation* - for systematic collection of video recordings of the weather forecasts; *linguistic method of contextual analysis* is used to identify characteristic of lexical units for establishing the main features of the language behavior of weathermen; *method of analysis and synthesis of information* – in order to highlight the main directions of the study of individual style of TV weather presenters, to identify the main verbal and non-verbal characteristics implemented by weathermen and to interpret the category of "language identity; *pragmatic method* - to determine the communicative goal of weather presenters and study common communicative strategies and tactics used in the weather reports.

The scientific novelty of the study includes a comprehensive analysis of individual style of weather forecast presenters, the classification of language identities of weather TV presenters according to the communicative intentions of weathermen, the verbal and non-verbal characteristics of the speech, the outline of the main communication strategies and tactics used by presenters to achieve the communicative goals.

The theoretical significance of the study is represented by a contribution to the development of the theory of ecological discourse, as well as a detailed description of the verbal and non-verbal characteristics and communicative strategies and tactics implemented by TV weather presenters in English-language weather forecasts.

The practical significance of the work lies in the use of leading weather forecasters for further developments in the field of ecological discourse. The results obtained in the practical part can be used in the process of constructing the classification of language identities and communicative strategies and tactics.

1. THEORETICAL BASIS OF WEATHER FORECAST DISCOURSE

1.1 Concept of modern broadcasting and its complementary role

Mass media have become an integral part of public service communication that represents not only a flow of information but also is associated with a substantial tool that serves various purposes. Due to the research done by Dennis McQuail, mass media communications influence the way society lives, it determines the methods to study culture and it is seeking political and economic power. Taking into consideration this impact, McQuail concludes: “The mass media are highly diverse in content and in forms of organization and include a very wide range of activities which could have effects on society.” Hence, mass media communications are interrelated with demands of society and they can be a channel of persuasion and control [12].

Over several years, the Information Age is one of the modern revolutions that based on people’s desire to have power over the information that society consumes. Correspondingly, the spread of media production has been changing throughout history. For this reason, Irving Fang in his work “A History of Mass Communication” outlined six information revolutions. Starting with ancient Greece and going to The Information Highway of modern days, the scientist mentioned that every stage of information revolution is to have common peculiarities and characteristics. This suggests that communication media of all ages were “based upon the invention of more than one tool of communication”, “each new communication technology has displaced some other means of communications” and “tools of communication were influenced by marketing considerations” [19, p.18].

The notion of broadcasting was set in order to make a difference from public electronic transmission and those that were initially directed for private purposes. Andrew Crisell, analyzing the history of broadcasting, noted that this genre of mass communication was the first medium that permitted the receiver to get the message almost instantly from the moment it was sent [1, p.4]. Moreover, Andrew Crisell developed the idea that radio and later tele broadcasting “animated the genres that were native to print, notably news [1, p.8]”. The particular reason for this circumstance is that community used to perceive new information presumably in a written form due to

the distribution of newspapers. However, the widespread of broadcasting as one of the main means of mass communication modified the audience's experience.

In the light of the recent changes nowadays, broadcasting of the 21st century is adopting all new technologies in terms of modern mass communication. Referring to the views of Karol Jakubowicz, modern public broadcasting has been a tool for improving social intercourse and interaction for all ages, sexes and communities. The scientist stated that modern broadcasting requires to withstand a constant change of cultural, political and social needs and it must stay a customer-oriented service to the maximum extent [26].

Another aspect that needs to be considered is modern broadcasting institutions frequently use the Internet as the main platform for the transmission of their work. This actively demonstrates that the Internet allows modern broadcasting providers not only to share audio materials of the program, it also gives the opportunity to provide the audience with full transcript, attach relevant video or photo. Considering this fact, an average listener of the weather forecast on the radio becomes at the same time a viewer or even a reader [28].

To sum up, everything that has been stating so far, mass media communication and broadcasting are interdependent terms that are used to satisfy the need of society to share the latest information and serve as an important tool of supervision. Broadcasting was a revolutionary invention that allowed each person to receive information instantly. Modern public broadcasting has undergone various changes throughout the history of its development.

1.2 Types of broadcasting in one-way communication

Modern broadcasting is considered to be a major public service representation. Due to the technical process of the recent years, radio-, tele- as well as Internet broadcasting have become a reliable source of sharing news and information. The unity of the influencing and informational functions underlying the public broadcasting determines its dominant - the social effectiveness of speech.

It should be stressed that in radio broadcasting, the addressee factor has paramount importance: it is especially important to establish and maintain contact

between the radio presenter as well as the listener and, on this basis, convince, explain, influence his consciousness and emotions. The radio presenter's factor is also important in radio broadcasting - their authority, journalistic skills, the level of communicative and linguistic competence, the expressed radio presenter's position, as well as a pleasant timbre of voice and benevolent intonations form the trust necessary to achieve the final result, which ensures effective interaction with the radio listener [8].

Conversely, the beginning of the XXI century is characterized as a period of growth in the global TV broadcasting market: the number of round-the-clock broadcasting channels continues to grow. According to the various researchers, they provide a conflicting point of view concerning the broadcasting industry's boom [6]. Some suggesting that the ever-growing number and variety of TV broadcasting channels around the world are leading to the creation of a "global public sphere", defined as "an arena for civic dialogue, allowing citizens to participate in ongoing debates on topical issues" [40]. It can be seen that the influence of international TV broadcasting media on important issues and ignorance of others can directly influence the forming of the global agenda, highlighting minor issues at the expense of the most important, but less familiar to the audience [6]. Still, the individual style of TV broadcasting can be described as an individual communicative style, which is confirmed by theoretical analysis and empirical study of the scheme of the ability to broadcast television in different genres.

For instance, the weather forecast is an obligatory part - most often the final part - of any news on almost every television broadcasting channel, regardless of the form of ownership, broadcasting method, or thematic focus. As an integral part of TV broadcasting, the weather forecast is referred to as a kind of "experimental platform" where information is presented to the audience in order to achieve its specific goals - information, commercial, educational, cultural and educational, etc. [16, p. 158]. However, the main function of presenting a weather forecast is to keep its informational function and to combine it with all scientific peculiarities of this genre. It follows that such technological innovations as computerization, online technologies, the transmission of operational information to mobile phones made it possible to

accumulate large amounts of information and visualize events in time and space, demonstrate dynamics and facilitate understanding of weather forecast as a complex broadcasting genre [16, p. 167].

At the same time, it is possible that in the near future, television as a genre of broadcasting will undergo drastic changes. Due to the fact that the generation that grew up on the television picture, who considers television to be an absolutely trustworthy and only source of information, will gradually replace the generation that prefers to receive information from the Internet, requiring an objective, comprehensive assessment of those events that affect the interests of several parties. At the beginning of the XXI century the Internet has become the "fifth media", the most powerful information highway, an influential means of mass communication [11, p. 15]. Therefore, it is not surprising that ecological discourse is realized not only through traditional means of communication, but also due to extensive use of the Internet. It follows that taking into consideration simplicity and speed of information transfer on the Internet, social networks are one of the most common formats used for broadcasting. Modern social networks include a set of web pages arranged in a certain order, their content is designed as a combination of speech works (the most important part of the Internet), elements of graphics, video, sound, dynamic image, animation, etc. [11, p. 11] and is characterized by a user-friendly interface, which, on the one hand, allows the user without much difficulty to find the necessary information relevant to the subject of the site or social network, and on the other - ensures the implementation of communicative intentions of the addressee.

In conclusion, broadcasting services are constantly changing. The development of modern broadcasting constantly testifies that all radio and television services that underestimate the role of the Internet. They run the risk of being left behind in the most dynamically growing sector of mass media. In the modern world, the Internet and social networks establish a new way of broadcasting new information instantly and impact on the behavior, values as well as communication of society.

1.3 Weather forecast as a genre of broadcasting

In recent years, public interest in ecological problems has boosted, which has led to the appearance of a large number of texts and statements related to this topic. In addition, society has become increasingly concerned with climate or weather change problems, which is also reflected in numerous publications in the press, as well as on radio and television broadcasting devoted to environmental issues.

The notion of discourse in modern linguistics is probably one of the vaguest and undefined. Referring to the views of various linguists, the discourse can be described as “a complex communicative phenomenon, including, in addition to the text, also extra-linguistic factors [15, p. 8], as speech immersed in life” [21, p. 136], as “social communication, based on the speech-thinking activity of people in a certain context - historical, cultural, psychological, political [43, p. 47], as a set of process and result [21, p. 27]. According to the work of T. A. van Dyck, discourse is a verbal product of the act of communication [44, p. 121], since text for the scientist is an abstract, formal construction, while discourse implies various types of its actualization.

Consequently, the term discourse began to be used in the most diverse areas of human activity (media discourse and medical discourse, political discourse, etc.). Although a significant emergence of scientific, economic and even linguistic studies devoted to ecology should be noted. Still, the following fact led to the creation of another type of discourse – ecological. It should be stressed there is a difference between ecological and environmental studies. Initially, environmental studies are devoted to the various factors like pollution, deforestation or global warming and their effect on the environment. Ecological discourse is a broad term that includes the interaction among living beings and the environment. This study is devoted to understand all relations in the world [105].

The particular reason for this circumstance is that the frequency of the usage of ecological topic remains unusually wide: starting with important scientific researches and studies to the everyday discussion of climate change by average people. Since there are different approaches to the definition of discourse in general, there are also different ways to define ecological discourse itself. According to E.V. Ivanova, she gives the

following definition: “Ecological discourse is a set of oral and written texts of various functional styles and genres, attributable to the situation of communication on environmental topics. The key concept and theme of ecological discourse is the nature and state of the environment” [43, p. 4].

Nevertheless, some scholars refer the following discourse to institutional discourses [22, p. 9], others - to mixed discourses that combine the features of institutional and personal types of communication [21, p. 115]. Even so, ecological discourse is considered to be a complex communicative-speech phenomenon that represents a specific type of social communication in a certain historical and cultural context.

In addition, according to the research conducted by George Dryzek, it has been suggested that ecological discourse is formed not only by environmentalists directly, but also by those who do not consider themselves to deal with ecological problems, either due to their own desire or due to circumstances are engaged in ecological issues, for instance “politicians, bureaucrats, CEO of corporations, lawyers, journalists or average citizens” [14, p. 9].

That is why the evidence from these studies points toward the idea that ecological discourse is understood broadly and, specifying the definition given by E. V. Ivanova, it can be concluded that this discourse is a set of oral and written texts of various functional styles and genres, directly or indirectly forming the ecological consciousness of the recipient [21].

Referring to the researches of both local and foreign colleagues, M.V. Basinskaya identifies the main lexical and semantic characteristics of ecological discourse on the material of weather forecast as a genre of broadcasting [16]:

1. the wide use of words with indefinite semantics. These are words that do not have an unambiguous semantic structure and translation (e.g. disposable, sustainable);
2. the usage of nominalization, which also allows the weatherman to achieve the effect of distance and remove responsibility from the speaker (e.g. habitat loss, heavy rains, extinction of species, ozone destruction);
3. very common is the use of neologisms such as ecocide trashion (trash + fashion);

M. V. Basinskaya in her work proves that she adheres to the research conducted by E. V. Ivanova on the origins of ecological discourse [4].

It should be stressed that I.O. Rozmaritsa in her definition of environmental discourse emphasizes its form and functional aspect: "Environmental discourse can be defined as a set of verbal and nonverbal acts used to verbalize knowledge about the environment in order to influence public opinion" [34]. The main parameters of this type of discourse are: the relevance of environmental issues; increasing attention common for all levels of society; formation of the protection of the environment as a constant human activity; replenishment of the ecological glossary; emergence of special environmental axiological units [34, p. 5].

It follows that considering this discourse as a specific type of discourse, I.O. Rozmaritsa outlines the following main strategies of influencing the addressee in the environmental discourse: the strategy of persuasion and the strategy of pressure. The strategy of pressure in environmental discourse is implemented at the linguistic level through the use of emotional argumentation: short sentences, imperative mood, negative constructions as well as emotionally-colored vocabulary and it is characterized by a combination of verbal and nonverbal behavior. The strategy of persuasion is used in conflict-free communication, the main means of its realization in environmental discourse are universal methods of argumentation - opposition and repetition, as well as the use of expressive vocabulary, axiology, future-oriented units, categories of negation, purposeful use of words depending on the communicative situation [34].

Weather forecasting is defined as a metrological analysis of the atmosphere with an attempt to predict possible weather conditions in a certain area and in a certain timeline. It follows that the main purposes of weather forecast broadcasting are: (1) to share the most current update on weather conditions in a particular region as well as (2) to notify the society about the tendency and predictions for climate or weather change. This suggests that all ecological texts and weather forecasting pursue the informative function in the first place [38].

Although, Gerald Fleming in his research centers on the delivery of weather information. Still, this work appears to validate the view that the language used in weather forecasting and ecological discourse equals the language of science due to the usage of strict terminology. The scientist concludes: ‘‘the language of the forecast must speak to all, from the attentive to the apathetic’’ [16, p.11].

This actively demonstrates that the presenter of the weather forecast needs to explain all technical terms that are used in his speech as well as to keep the language used as simple as possible without long sentences and with a clear meaning. The message also needs to restrict the use of special terms known to a small number of people. If you avoid the use of terms it is impossible to explain them. Unwanted for informational broadcasting is to use obscure and unknown to the general public words of foreign-language origin. [16, p.11].

The main idea that Gerald Fleming outlines in his study states that in spite of all the rules of effective use of the English language, the ground principle, all weather presenters should follow, is developing of the personal and individual style for presenting the weather [16, p.12]. The scientist’s foregoing discussion implies that an administrative or in other words, bureaucratic style is unacceptable for television. The particular reason for this circumstance is the statement that long phrases and accumulation of terms will not be awake interest in the information, but even irritate the viewer [16, p, 14].

All things considered, the language and style of oral television weather forecast as a representation of ecological discourse has special importance in broadcasting that is why achieving the effective use of the English language demands taking into consideration various linguistic and stylistic factors.

1.4. Types of language identities in the weather forecast.

The problem of the language identity is one of the most important not only in modern linguistics but also in modern science. Moreover, it should be noted that language identity as a category is quite a complex notion that is why this term cannot be defined referring to the view only of one scientist [40].

In philological studies, a language identity is mostly interpreted both as a subject of speech as well as a typical representation of a national character and mentality [7, p. 16]. Still, academician V.V. Vinogradov is considered to be one of the first in linguistics to formulate the concept of "language identity" and emphasize its self-forming nature, which includes individual and collective characteristics. According to V.V. Vinogradov, the language identity needs to be referred as individual speech experience or parole [41].

Another key point was outlined in the study conducted by Yu. N. Karaulov. The scientist represented the idea that language identity is characterized through the cognitive, pragmatic and verbal-semantic level [25].

Firstly, this actively illustrates that verbal-semantic level deals with the concepts of language identity and is referred to as the first step of the study. In other words, the main unit correlated with this level is a word. Referring to the view of Yu. N. Karaulov, the particular person cannot be observed without a detailed analysis of the words, word-combinations and their lexical meaning [25].

Secondly, cognitive level serves for representing the linguistic image of the world. It follows that the main units connected with cognitive level are concepts, thought or ideas that the particular personality is using to define the representation of the world [25].

The personality of the presenter of the weather forecast or weatherman as a representative of mass media in ecological discourse is a language identity. For this reason, it is important to outline the individual communicative characteristics of an anchor or a weatherman because their language identity influences the audience and formulates its tastes, its opinion as well as its preferences. Still, the eccentric personality in the process of constant work in various mass media, the variety of events and broadcasts, meetings and conversations with different people: artists, politicians, journalists - all mentioned above is the sphere of professional activity. The anchor of a television program or a weather forecast acts as one of the central characters, is endowed with the ability to form the opinion of viewers about a particular subject or problem.

Each media identity forms and produces its information field, carrying out various discursive practices within the framework of media communication (in relation to the language identity, this term was introduced by N. D. Babich [3]). In this study, an attempt to classify the types of language identities of weather forecast presenters was made. Still, the basis for the classification of the language identity of weather forecast presenters are the following types of main presenters that exist in the mass media sphere of ecological discourse.

The language identity of the modern weather forecast is discursive in connection with its properties. For instance, ecological information is one of the most relevant and demanded in a number of information materials of broadcasting. That is why, the place and role of weather forecast on different broadcasting channels directly depend on both the general trends in the development of television and the concept of each specific channel [35]. Weather forecast broadcasting on all modern TV channels always correspond to the concept of the channel itself, their design is made due to the corporate style of the brand, which provides the viewer with a holistic vision of the broadcast.

Analyzing the language identity of the weather forecast, it should be stressed that everyone who watches the weather forecast to meet their own needs is already personalities involved in the mass media sphere. However, we cannot classify all audience as language identities, since only some of them construct certain images with the help of linguistic means.

Thus, the types of language identities of weather forecast presenters outlined in this study are *British weatherman* as well as *American weatherman* analyzed according to the following criteria: verbal and non-verbal features, communicative strategies and tactics, motivation and means of speech. The language identity of the *British weatherman* is characterized by a middle position between the official style of state channels and the provocative open informal style of American news broadcasting companies. Overall, the language personality of *British weatherman* belongs to the European style. However, compared to the linguistic background of such countries as France, Italy, Spain, which are characterized by a temperamental type of speech behavior, the British style is more moderate and conservative, which corresponds to

the national English mentality based on conservatism, restraint, low expressiveness of language personality [10]. It should be noted that describing the structural and semantic features of a language identity of TV presenter, Yu. P. Yelisovenko, in fact, solidifies with a number of other researchers. Referring to his views, «nowness, segmentation and repetition» are the main principles common for British weather presenter [42].

Since news and weather broadcasting channel, like the BBC, records what is happening in the world for 24 hours, the desire for efficiency and accuracy comes into conflict with the chaotic life stream of events. A key point is that a big part of the BBC's content broadcast around the clock consists of a weather forecast. This actively demonstrates the fact that every half hour BBC broadcasts the news with current events that always ends with a weather forecast from *British weatherman* [42].

The language identity of *American weatherman* is characterized by the relevance of meteorological information that is represented with a level of composition, visual accompaniment and commentary, the type of presentation of information, the presence of an information background, as well as in the design of the studio, the appearance and behavior of the *American weatherman*, the structure of the weather report and the speech of American weather presenter. In television, the category of relevance is closely related to the phenomenon of prosodic emphasis: *American weatherman* often tries to distinguish between key and secondary information using intonation. The prosodic features of the speech of TV presenters primarily depend on the pronunciation standard adopted in the country where the channel is located, for example, Received Pronunciation for British presenters as well as General American for channels based in the USA used by American weathermen.

It should be stressed that the speech of the American weatherman is markedly different from the speech of the British presenter, including at the level of prosody: due to the prevalence of wavy, sliding and even scales in the middle range of the voice, the impression of monotony is created, as well as very expressive terminal tones, including ascending ones.

CONCLUSION TO CHAPTER 1

Mass media have already become a significant part of modern life that allows society to share knowledge, information as well as the latest news. The constant change and developing of technologies are considered to be one of the main characteristics of the mass media throughout the years.

This development of mass media broadcasting services was analyzed in the works of Dennis McQuail, Irving Fang, Andrew Crisell as well as Karol Jakubowicz. The aforementioned scientists concluded that mass media can be described as a channel of strong impact on society and its tools of communication depend on marketing and the desire of the audience. Andrew Crisell outlines that the concept of broadcasting implies that the information is transmitted constantly and it is accessible for everyone.

Modern broadcasting is divided into radio, TV broadcasting and the Internet. Radio broadcasting depends on efficient combination of colloquial speech and the level of communicative competence of radio presenter. Telebroadcasting and the appearance of round-the-clock broadcasting channels leads to the increasing number of TV channels that form a global agenda of the viewers. However, in the XXI century, the Internet and social networks have become the most spread means of broadcasting due to their simplicity and availability all over the globe. The Internet changed the perception of the broadcasting and added the elements of visual support (graphics, video, sound, dynamic image, animation) to the regular news releases of weather reports both on radio and television.

Weather forecast serves as a crucial part of any news report broadcasted on TV or radio. Ecological discourse is characterized by all people who deal with ecology. It follows that this type of discourse is closely connected with meteorology as well as weather forecasting. From the linguistic point of view, weather forecast as a part of ecological discourse share common semantic, lexical and semantic features.

Another key notion is language identity that describes certain skills and abilities of a person and their perception of texts. Still, it is common to analyze the language identity through cognitive, pragmatic and verbal-semantic level. The language identity

of the modern weather forecast presented in this study are *British weatherman* as well as *American weatherman*. They are described according to verbal and non-verbal features, communicative strategies and tactics, motivation and means of speech used in presenting the weather forecast. Both language identities differ in a specific characteristics that are used in order to achieve a certain purpose.

2. BASIC LANGUAGE IDENTITIES IN WEATHER BROADCASTS

2. 1 Language identity “British weather presenter”

2.1.1 General characteristics

British presenter of a weather forecast, as one of the central characters of TV broadcasting, is endowed with the ability to form the opinion of viewers about a particular subject or problem. Therefore, British presenter conveys meteorological information to the audience as well as forms the correct understanding of the forecast by the audience.

It should be stressed that communicative speech norms are focused on achieving the efficiency of communication in absolutely any communicative situation, ensuring continuity, and most importantly, the success of the communication process. Accuracy, normativity, consistency, accessibility and clarity are the main communicative qualities of communication that should be used by British weatherman.

In this study, the weather forecasts presented by such British weathermen as Carol Kirkwood, Alex Deakin, Susan Powell and Louise Lear were analyzed. Carol Kirkwood is famous British weather presenter. She joined BBC News in 1998 and later Kirkwood become the main weather presenter in Britain since she won the award for best weather presenter five times. Carol Kirkwood as a British weather presenter participates in The Weather Show broadcast on BBC News Channel as well as The One Show for BBC One [52]. Alex Deakin is also one of representatives of British weathermen. He is known for his weather reports at the weekends on BBC Breakfast. Alex Deakin not only presented weather reports but also helped with scripts for the weathermen [49]. Susan Powell joined BBC Weather in 2001. She is broadcast on BBC Radio Four, BBC World as well as BBC Six O’Clock News [74].



Pic. 2.1 Carol Kirkwood BBC

It should be stressed that in the global English-speaking broadcasting services, BBC News and weather forecasting presenters are considered to have Received Pronunciation. Despite the certain preparedness of the materials of the weather forecast, the speech of the British weatherman is largely improvised [18. p. 115- 126]. For example, once a news presenter passes the word to BBC weather presenter, due to a technical glitch, the image of a weatherwoman appears on the screen with a delay. However, British weatherman immediately comments: ‘*Hopefully well if you can see me, we've got very decent conditions to end today but as far as the here...*’ [82]. Moreover, in another situation, a technical glitch with the chart used as visual support made BBC presenter improvises and continues broadcasting the weather forecast: ‘*...area of low pressure coming our way. You need to block this chart! And it looks like it's going to bring some wet and windy weather possibly with some snow across some southern areas. The positioning and the timing of this is still in a little bit of tight so if you're doing anything outdoors do keep in touch with the weather forecast - that was entirely my fault. I clicked my clicker twice and that came up, so sorry about that...*’ [82].

British presenter’s satirical, ironic and general humorous comments are shown in examples above are also skillful improvisation, which indicates a high level of professionalism and education of the presenter and also serves as an indicator of their erudition.

Moreover, the weather report is a meteorological text full of technical terms. However, British weatherman needs to use them in an appropriate way and all terms should be explained by weather presenter. It follows that British weatherman needs to

combine this meteorological vocabulary with more informal speech that is close to ‘real life’. It helps British weather presenter to attract a large number of viewers in spite of their age, gender or social role [16 p.17]. For instance, Carol Kirkwood despite the scientific nature of weather broadcasting, also uses personalization in order to help the audience to understand the weather report better and to create a relaxed atmosphere. The BBC presenter also adds human characteristics while describing the weather like ‘*a gentle breeze*’, ‘*a rough shower*’, ‘*a harsh wind*’ as a replacement of scientific meteorological terms [55, 56, 57].

It should be stressed that British weather forecast doesn’t have a specific structure. British weather presenter needs to keep their weather report concise, the speech should be with the clear and get straight to the point as well as the weatherman needs to provide the audience with the correct meteorological information [106]. For example, Louise Lear starts her breakfast forecast with a quick greeting and describing present weather conditions: “*Good morning! It’s a rather gray cloudy weekend ahead of us*” [107]. Although, Alex Deakin starts his weather report with outlining the main message of the weather forecast or its bulletin: “*Hello again! The weather will definitely change much more cloud around and it certainly will be a lot cooler*” [108].

To sum up, communicative competence as a general characteristic of British weatherman plays an important role in determining their professional effectiveness. Still, the professional competence of British weatherman of a weather forecast appears as the whole a set of knowledge, skills and abilities in the mass media field, necessary for the most effective communication activities.

2.1.2 Verbal and non-verbal features

The language and body language of British weatherman must fully coincide with the style of the weather forecast and take into account the preferences of the target audience, including the most external manifestations of emotions. Still, in broadcasting, alongside articulatory-acoustic or verbal signs common for communication, certain additional systems of signs of a non-acoustic and non-verbal nature are used. British weatherman represents a screen image of an intelligent person with a light, open character [16].

To begin with, the statistical data obtained through quantitative content analysis actively demonstrates that in the analyzed part of the weather forecast for April 6th, Carol Kirkwood utters 473 words, of which 232 were common for ecological texts. Taking into account the subject of the program, the following words turned out to be the most frequent: «temperature» - 7 (1,48 %), «degree» - 4 (0.85 %), «wind» - 2 (0,4 %), «UK» - 2 (0,4 %) and so on [60]. For instance:

1. *Although some of us will have temperatures way above where they should be at this stage in April [60].*
2. *It's going to be coming in from the Atlantic from the west so temperatures will be higher [60].*
3. *So temperatures will be higher, we're looking at about eight to eleven degrees but that's not necessarily going to last [60].*
4. *It will feel colder than that with a cold wind that's come across the whole of the UK [60].*
5. *It still is going to feel cold these days, from one to eight degrees may be what it says on your thermometer but when you add on the effects of the wind it will feel more like -6 [60].*
6. *There will be a lot of sunshine around, still a peppering of wintry showers in the north and the west some coming in in the brisk wind coming down the North Sea [60].*

It should be stressed that Carol Kirkwood as a British weather presenter uses the concept “to inform, educate and entertain” [20, p.45]. The use of a large number of meteorological units by British weathermen is one of verbal characteristic of this language identity.

Moreover, British weathermen use factual data relating to indicators of pressure, temperature, air velocity, sea level, etc. in their weather reports. For example:

1. *Now, top temperatures peaking between 11 and 16 degrees that's Fahrenheit as we move out of Thursday into Friday most of the rain will ease away [110].*

2. *We had the heat with us and also the wind. If you missed this earlier, up to 87 miles per hour in the Hillsborough hills, mount Diablo 82 miles per hour, mount St Helena 77 miles per hour and a lot of our lower elevations definitely 20 to 40 mile per hour [111].*
3. *Temperatures are extremely warm, these systems that form in the tropics can propagate up to the Polar Regions ice interglacial. The sea level is about 3 to 9 meters higher than sea level is today [112].*

The aforementioned examples demonstrate that the usage of the numbers and factual data represent the weather report as informative messages, the purpose of which is to provide the accurate data on weather conditions.

In order to highlight certain parts of the territory, which is represented in the weather forecast, British weatherman describes the characteristics of the geographical location (west, south, northern half, central areas, right banks, coastal areas, suburbs, etc.), as well as terrain, lowlands, valleys, foothills, passes, mountains, etc.). For instance:

1. *On Saturday, some heavy snowfall here for the Pacific Northwest where it's been drier in recent days. Our weather front will start to push in however much of west of British Columbia [102].*
2. *As this low pulls away into the lowlands of Arabian Sea, it is looking considerably quieter for the Maldives. Further north we have some snow to come across the Hindu Kush that will fringe into the mountains of Afghanistan and Pakistan [101].*
3. *In fact, the first Friday of August temperatures peaking at 36.4 degrees in central London and the heat was pretty widespread across the midlands central and suburbs of the southern England [89].*

At the syntactic level, the weather reports presented by British weathermen are mainly characterized by the use of simple as well as compound sentences with various means that express logical connections and conjunctions. For example:

1. *There's a lot of fair weather across the UK at the moment and it looks like for some dry weather will be the story throughout at least the next 10 days.*

A lot of sunshine across the UK this Saturday afternoon and that will persist into the evening. Bit of fairway, the cloud puffing up here or there but really not enough in that cloud to produce anything in the way of a shower. So here's the remainder of our day, pretty widespread sunshine through the evening, we will see a front edging into Northern Ireland and Western Scotland. During the small hours of Sunday, it will bring some wet weather [61].

- 2. I hope you've had a pleasant Sunday. It's been another day of sunny spells and scattered showers that certainly the best of the weather was first thing in the morning, a glorious start for many, with not a cloud in the sky and high pressure still dominates the story. But the air aloft of that high is quite unstable now. That's been triggering off some sharp showers as we've gone through the day. So this has been the story over the last few hours those showers drifting their way from west to east [72].*

The examples mentioned above demonstrate that British weather presenter doesn't use long sentences in the weather reports, they use sentences that have clear start and end. Compound sentences used are implemented naturally in conversations and also help to combine several ideas in one strong thought. Thus, the high frequency of use of compound and short simple sentences in British weathermen's speech is a feature that helps to create special speech conditions for the presenter, reveals their ability to quickly navigate in unexpected speech situations and to avoid a long pauses.

In a broad sense, non-verbal communication is defined as “communication without words” [31, p. 105]; “All behaviors, attributes and objects - not related to words - that convey messages and have a common social meaning” [10, p. 110]; or “messages expressed by non-linguistic means” [31, p. 200]. These definitions include messages conveyed through voice (sighs, laughter, crying, etc.), gestures, facial expressions, the appearance of the communicants and their location in space, environment and time.

Referring to the views of various researchers, they outline the following functions of non-verbal communication: substitution of words in situations in when it is impossible or inappropriate to speak; repetition (confirmation) of words, addition

(expansion) and strengthening of words, contradiction of words (refutation), regulation of verbal interaction, transmission of information concerning the relationship of interlocutors [10, p. 71; 27; 32].

For example, non-verbal characteristic of gestures used by Susan Powell, such as joining palms, the presence of a pen in her hands, which she often uses in the form of a pointer, the interaction with the background are also an integral accompaniment of her communicative acts. To maintain the attention of viewers and participants in the program and the ability to evoke certain emotions in them, such as interest, British weather presenter uses extralinguistic components, such as laughter, pauses, interrupted or fluent speech, in rare cases, deliberate pauses. In general, her speech can be characterized as literate, bright and clear. Susan Powell as a British weather presenter is expressive, easy to understand, intelligible, pronunciation and intonation are extremely correct and clear [59].

Moreover, Alex Deakin also quite actively express his emotions with the help of a variety of exclamations, laughter and non-verbal gestures. Alex Deakin accompanies his speech with energetic hand gestures, which indicates full involvement in the process and proves his sincere interest in the subject of the forecast [49]. Also, the author resorts to the paradox, which “functions as a means of expressing the non-verbal characteristics that provides the ability of the text to convey the speaker's subjective attitude to the content or addressee of speech” [24, p. 77].

In conclusion, considering the specifics of the weather forecast broadcasting, the verbal and non-verbal characteristics of British weathermen represent professional competence, speech etiquette, the ability to create the necessary atmosphere for communication determine the success of the program among the audience.

2.1.3 Communicative strategies and tactics

In recent years, the direction associated with communication strategies and tactics in various spheres of human activity, including the mass media broadcasting, has become widespread [2; 9]. Weather forecasting possesses particular pragmatic as

well as communicative characteristics that are represented through different communicative strategies and tactics implemented by British weathermen.

According to O.S. Issers, "the communicative strategy of verbal behavior covers the entire sphere of building communication, when its goal is to achieve specific long-term results. In a broad sense, speech strategies include the stage of planning the course of speech communication, which depends on certain conditions of communication and the personalities of the addressee and addressees, as well as the implementation of the planned actions". It follows that communicative strategy can be represented as "a complex of certain speech actions aimed at achieving certain communicative goals" [20, p, 114].

Issers outlines two types of communicative strategies from a functional point of view: main and auxiliary. As for the main strategies, Issers associates them with the influence on the addressee, on his system of values and behavior. The scientist refers to such strategies as strategies of informing, submission, discrediting, etc. Referring to the views of O.S. Issers, the group of auxiliary communicative strategies includes pragmatic strategies (forming an image and emotional mood), rhetorical (used to attract attention and dramatization), dialogue (used to control the topic, control the initiative) [20].

Initially, weather forecast is broadcast in order to inform a certain location about the weather conditions and provide the information about the most possible changes in the weather for the nearest time. It follows that the ecological discourse and meteorological text subordinate syntactical, lexical and grammatical means to achieve their main informative function [5, p.195].

The material under this study includes 30 BBC weather forecasts broadcast in October 2020 - April 2021. As a result, it was found that BBC presenter uses two main communicative strategies in weather forecasting.

Consequently, British weatherman is using the strategy of informing with the help of the following tactics: the tactic of forecasting, the tactic of informing about present situation and the tactic of comparison present and past situation.

The tactic of forecasting can be represented with the use of specific verb forms and adverbs of time and nouns. For instance:

1) *A bit of sunshine around across central parts of Scotland through the Pennine's as well especially the eastern side some sunshine to decent conditions for most of the Midlands East and although you'll notice there's a couple of showers affecting possibly Norwich [77].*

2) *As far and in actual fact the wind direction changing for Thursday to more of a westerly and that's going to drive something a little less cold across the country with the darker blues [70].*

3) *A lot of us are going to see some snow, particularly as we head through the weekend, it will turn colder and we'll see some of that snow get down to the south [113].*

4) *Tomorrow we will have a band of rain sleet and snow. The snow mostly on the hills across Northern Ireland, Northern England and Scotland [113].*

The analysis of these examples demonstrate that the variety of adverbial modifiers of time and such verbal tenses as Future simple or the structure “to be going to” serves for providing the audience with the information concerning the specific time frames of an action described in the weather report.

The tactic of informing about present situation is expressed by the usage of the verb forms in Present Progressive, nouns, adverbial modifiers of time and Participle I that serve for emphasizing the delivering of the present weather conditions in the forecast. The followings examples show that this tactic helps British weatherman to outline the time frames described in the weather report as well as to show the relevance of weather information and its connection with present:

1. *Monsoon showers continue to produce heavy downpours across Indonesia and much of Malaysia at the moment, you can see the bright white cloud here [76].*
2. *The colder air already starting to make itself felt to the north and east of the UK the high pressure is keeping things pretty quiet [75].*

3. *This rain isn't moving too far perhaps trickling a little further south into parts of east staying fairly damp over Northern England southern and Western parts of Scotland [114].*
4. *Today we've still got the battleground going on between mild air across the south bringing showers of rain and cold and wet weather [114].*

The tactic of comparison present and past situation is also represented with the help of adverbs of time and verbs in Present and Past Simple:

- 1) *Last weekends it was a cold start so there's a widespread frost some of us have higher temperatures than others at the moment [56].*
- 2) *Good morning to you too! It was indeed much milder yesterday and certainly by the weekend it's going to be very mild [59].*
- 3) *Last weekend that deep area of low pressure already brought strong and damaging winds across the Adriatic as it pushes further east. Now it stays very windy across the Aegean with heavy rain [115].*

These examples actively demonstrate that British weather forecasts consist of various adverbs of time and verbal tense form that are used by British weathermen in order to outline for the audience a certain period of time described in the forecast.

Another key point that should be mentioned is the strategy of attracting and keeping attention. This strategy is introduced in BBC weather forecasts by the addressing tactic as well as the tactic of reducing social distance. It should be noted that due to the verbal and non-verbal characteristics of the weather forecasts as a representation of meteorological texts, it can be difficult to attract the attention of the average recipient. That is why British presenter is using the following strategy and its tactics not only to explain the language of the weather to the audience but also to keep the listeners and viewers interested in the topic [2].

The addressing tactic can be implemented by various direct address forms with vocatives as it is mentioned in the following examples:

- 1) *Hello again, friends! We've just had the coldest night of this winter so far in Altara [58].*

- 2) *Hello, guys! The weather is pretty quiet out there at the moment and Tuesday promises to be a fine day [73].*
- 3) *Alright, my dear friends, let us take a look at the weather forecast for tonight [59].*

In the tactic of the tactic of reducing social distance in the examples below, different phrases commonly used in everyday communication («glad to see you») as well as possessive and personal pronouns («we», «you», «your») serve to let the flow of the weather forecast to develop naturally for the audience, for example. The next sentence write after examples are displayed The examples below express the idea that this tactic is used in order to establish and keep the attention of the audience:

- 1) *As we go into the afternoon and you can see the clearance behind. So yes there'll be some decent sunny spells [69].*
- 2) *In the south through this evening and overnight well here's our weather front again taking its rain into the southeastern corner [55].*
- 3) *But it's going to be cold by day and by night in the ensuing few days. Yeah, thank you very much [57].*

All things considered, the strategy of attracting and keeping attention allows British weatherman to draw the attention of the audience to the speech delivered and makes the language of the weather forecast sound more natural and informal.

Thus, this research showed that in modern weather forecasts, the choice of communication strategies and tactics used by British weather presenter is determined by the theme and problems of the forecast. Since the weather forecast is interrelated with scientific meteorological texts, it should be stressed that the most common strategies of weather broadcasting are the strategy of informing and the strategy of attracting and keeping attention. The effective use of these strategies and tactics gives the opportunity to presenter to inform the recipient about the state of the weather as well as establish contact with the viewers.

2.2. Language identity “American weather presenter”

2.2.1 General characteristics

In recent decades, the US mass media industry has undergone changes associated with the increasing role of modern electronic means and, consequently, with the distribution of attention and interests of the audience to the Internet, that puts the traditional types of mass media broadcasting: newspapers, magazines, radio and television - in conditions of fierce competition with the latest technologies. This problem also affects the news and weather forecasting businesses because their economic stability depends on the company's ability to keep up with the times.

Consequently, in American telebroadcasting - news and in particular weather forecasts, American weatherman is the main figure as well as a representative of the TV channel. It follows that American weatherman takes part in the general creative process that forms the image of the entire TV Company. The main essence of the creative activity of American weatherman as a face of the TV channel is the creation of the individual style and own screen image. The creation of a teleimage is a prerequisite for a communication situation connecting the presenter and the viewer [35].

The material under this study includes such American weather forecasters as Al Roker, Aidan McGivern, Adam Joseph, Cindy Preszler, Lyra O'Brien, Kristen Cornett, Matt Wintz, Hollie Strano and Betsy Kling.

The aforementioned American weather forecasters were chosen due to the following characteristics: their weather forecasts are modern and the presenters are famous and recognized in the mass media broadcasting industry. For example, Al Roker is an American weather forecaster on NBC's Today. In 2014, Al Roker performed a non-stop, 34-hour weather report broadcast on NBC. Also he is known as popular television personality, journalist and actor [47]. Betsy Kling is a chief weather forecaster at Channel 3 News. She was awarded with Best Regularly Scheduled Weather and Emmy Award in the News category [53].

It should be stressed that weather forecast often becomes the main topic of discussion during the news block. This actively demonstrates that it is important

information for local residents. For instance, in the news block of KHQ studio of April 6, 2019, it was said that the water level in the Spokane River had risen sharply. Two American weather broadcasters start live broadcasting at once. Katie Steiner talks about rescuing a man from a river while Chelsea Kopta is located near the river. After that, she reports on the situation and provides a commentary from a hydrologist. The whole weather discussion is followed by the weather forecast for the upcoming days. The next five minutes are devoted to providing the outline of weather conditions by American weather presenter Leslie Love. In such cases, the weather forecast attracts the attention of the audience even more than regular breaking news [67].

Moreover, the structure of weather forecast presented by American weatherman consists of certain common characteristics. This structure can be influenced by the meteorological awareness of society, connection between the weather and activities of the people, the weather culture common in the certain area [16]. In general, the traditional structure is the following:

The first part is Introduction that serves as an important tool for establishing communication and distribution of the weather report. This part sets the tone of the forecast and outlines its main points for those who do not have time to watch the entire forecast. For instance:

- 1. By the way, temperatures are going to be around 90 degrees so we're going to see pool weather all week long. So make sure you've got the shades in the sunblock [62].*
- 2. All right everybody. Here, we are keeping an eye on this storm system as it's moving through. Obviously, if you look out the window I'm sure you're seeing some snowflakes by now [79]*

These examples actively demonstrate that the correct introduction to the weather information allows to the American weathermen to establish an appropriate tone and provide the viewers with the headline of the weather.

Another part of weather report is called The Present weather. American weather presenter explains the possible weather conditions comparing them with the current situation using visual support and materials on the background [16]. In the example

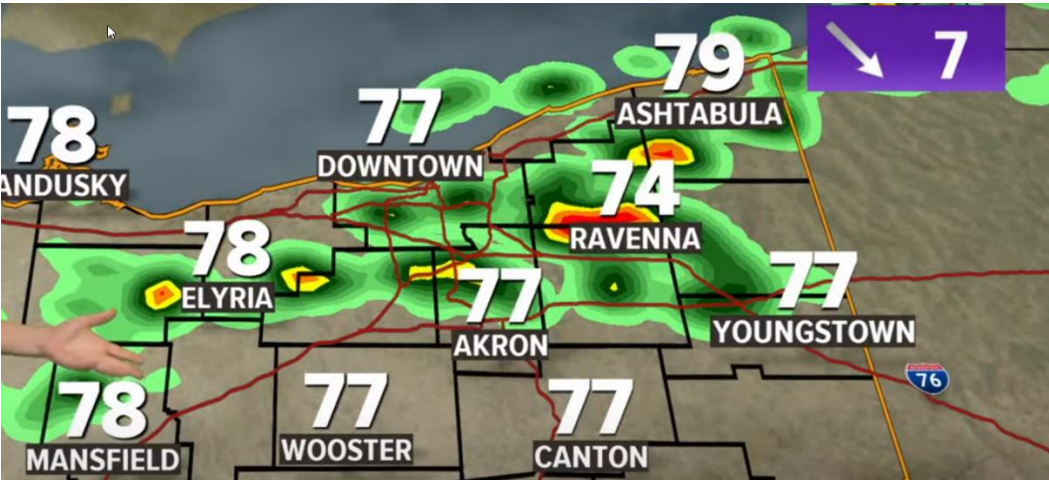
below, the weather is bad but it is expected to change, weathermen uses this part in order to emphasize the constant change of the weather and to deliver the main message of the report – the weather is going to change.

1. We started the week with storm Brendan followed by numerous other lows. You might be thinking when this weather will ever change. The answer is this weekend. Bang on cue, we're going to see sunny days and frosty nights for virtually the whole country [68].

The Forecast weather is a main body of the forecast that explains the weather conditions for the next hours or days. In this part, American weatherman outlines the forecast of temperatures that represent the principal interest of the audience. Another key points to mention are expected speed of the winds, fogs or waves for marine countries [16].

- 1. This morning is very cold. Some patchy fog in the area otherwise clear skies temperatures in the 20s but check out that wind it's really about the direction of the South today [68].*
- 2. Temperatures pushing back into the 80s degrees this afternoon but that southwest wind has also been pumping in the humidity [46].*

In the first and in the second examples, provide the viewers with the expected ranges of the temperature change and the direction of the wind. Also it should be stressed that temperature is shown with the use of numbers while the speed of the winds is shown on the background [46].



Pic. 2.2.1 Temperatures and winds

The final part consists of concluding points and helps the American weather presenter to build the connection with the listener or to include some educational material [16].

To sum up, everything that has been stated so far, the US mass media industry and the US television are constantly changing. The importance of weather forecasting and the individual style of American weather presenters is valued among the audience of the US channels. Weather forecasting depends on good science, marketing and structure that allow American weathermen to keep the weather report interesting, popular and relevant

2.2.2 Verbal and non-verbal features

In modern linguistics, various ways of creating an individual style are known, for example, the individual style and image of monarchs, public and political figures [27]. According to the traditional classification, the individual style can be achieved with the use of verbal and non-verbal features. The verbal means of expressing the individual style include public speeches, quotes, idioms, aphorisms, anecdotes, epigrams and the language of the media [39]. Non-verbal means of individual style expression include portraits and photographs, official symbols, clothing and accessories, as well as facial expressions and gestures. It follows that the mentioned above verbal and non-verbal features play a significant role in creating the individual style of American weather presenter since visual messages are quite easily perceived and remembered by the viewers [13].

Verbal communication is one of the most important parts in the communication process. It plays a major role in the communication process and is one of the most universal ways of transmitting thought. S. G. Ter-Minasova in the book "Language and Intercultural Communication" indicates that language is a representative of culture, since it reflects not only the real world of a person and the conditions of their life, "but also the public consciousness of the society, its mentality, national character, lifestyle, traditions, customs, morality, value system, attitude, vision of the world" [37, p. 14]. Language is also an instrument of culture, because it determines human behavior, his way of life, worldview, ideology, and, in general, shapes human behavior.

After analyzing the video recordings of TV weather forecasts broadcasted in October 2020 - April 2021, it follows that American weathermen demonstrate the features of an elite type of speech culture. The speech of American weatherman is characterized by conversational style, casual and informal nature of communication as well as emotionally expressive coloring of speech.

According to N. L. Lvova. and E. Dekhtyarenko, weather forecasts are clearly illocutionary in nature, as they are targeted at the recipient [4]. The language of meteorological texts used in the weather forecast depends on the addressee, so we can distinguish the following lexical features: the presence of scientific terminology, which is inherent in the language of specialists in the field of meteorology; This characteristic is similar with the lexical features used by British weather presenter, For instance:

1. *In Sanibel, because of all the water surrounding then we'll look for increasing clouds tomorrow night [63].*
2. *We haven't seen this kind of a predictor radar in a very long time. This will be showers and thunderstorms coming through heaviest about noontime and then tapering off moving to the south [63].*
3. *By Thursday night we'll have a southwesterly flow it'll be hot it'll be humid lots of moisture out there but we do get a break once that front slides through for this evening lots of sunshine [64].*

These examples contain units to denote natural phenomena such as a cloud - a natural phenomenon that is an accumulation of condensation products of water vapor or ice crystals in the troposphere at a certain height [50]; a shower - a short period of rain or snow [50]; or moisture - a liquid such as water in the form of very small drops, either in the air, in a substance, or on a surface [50].

It should be stressed that toponyms or names of geographical objects occupy an important place in the weather reports of American weatherman. Moreover, this usage of names of geographical objects is similar with the characteristics of the geographical location implemented by British weather presenters. Due to the fact that weather forecasts are made for certain areas, and toponyms allow the listener to obtain information about the certain region mentioned in the forecast, for example:

1. *We got some decent rain today across northeast Ohio much needed. We're still three to five inches below average on the year so far [103].*
2. *That will hopefully kind of stir things up. There's that dense fog advisory from Corvallis down to Eugene, all the communities in between. If you're traveling in this section and even outside of that little frame there, you'll probably be dealing with some thicker fog, the visibility down to about a mile right now. This is a miles notice around Portland [104].*

In addition to names of geographical objects, American weather presenters use another lexical units to denote the days of the week, which is typical for weather reports since forecasting is done for each day, for instance:

1. *By Thursday, we're only in the upper 40s. That's going to be a raw damp day. We've got some scattered showers around, could see a few into early Friday [100].*
2. *We are probably going to see this as a trouble depression or tropical storm later tonight or on Monday because it is looking much better [101].*
3. *It'll drop behind this frontal system and it's going to stay with us on Friday, Saturday and Sunday before it begins to rise again by Monday [102].*

Moreover, the availability of common vocabulary that is used by American weatherman is understandable to the general public, despite its connection with meteorological texts. Their speeches convey respect for the audience. This is manifested in the greetings: *Hello again; what I'm going to carry on with the weather. Good morning; Hi! It's a cold start to the day once again; Good afternoon; Hello-hello* [47, 48, 51, 54]; and in the constant use of words of gratitude and courtesy: *Have a great day; so let's start; at this point I want to thank you for your attention; Good bye; Bye-bye* [47, 48, 51, 54].

Metaphors occupy a leading place in the meteorological texts of the weather forecasts. O. M. Kolomiets notes that metaphors contribute to the formation of emotional and value attitudes in listeners and create a "visual" imagery of the reported information [3, p. 184].

For instance, Adam Jones uses metaphors in order to put the emphasis to the weather conditions in the certain area.

“If you thought it's been a dreary month, you are correct”.

“The extensive storm low over the North Atlantic will bring rain to New York and its suburbs [48].

These examples demonstrate that that despite the terminology of this genre common for meteorological texts, American weather presenters use lexical-stylistic and grammatical-syntactic tools that make their weather forecasts stylistically colored.

For example: *“This afternoon sees the risk of some heavy showers in eastern Scotland, as well as scattered showers running sown the eastern coasts and hills of England” [7].* In this sentence, there is a personalized metaphor “afternoon sees the risk of some heavy showers”. The day is identified with a living being that is able to see or feel the risk / danger of heavy rains.

From the grammatical point of view, it should be stressed that American weather forecasts have certain features that are similar to the British weather reports. Thus, American weather presenter also uses simple and complex sentences in their speeches.

1. *You might be dealing with the fog there too. So you know how to drive through that, you just need to go a little bit slower and you'll be okay. Forecast lows for tonight upper 30s to the lower 40s, slightly cooler to the south and then, of course, Central and Eastern Oregon. Those temperatures will be into the mid-20s, but you'll have to bundle up a little more there satellite and radar keeping the rain out of here. But the clouds are in place and that will be consistent adding into the overnight hours. For most areas, rain chances increase from Friday into Saturday [104].*

Also, the aforementioned examples actively demonstrate that American weatherman uses for delivering the weather reports such tenses as Present simple as well as Future simple that help to outline the time frames for the forecast.

Among the differences between verbal and non-verbal characteristics, the scientists outline the following: the reception and transmission of non-verbal signals occurs simultaneously, automatically and unconsciously. Verbal communication

requires some attention to sending and receiving messages [36, p. 20]. Non-verbal language does not have a well-defined vocabulary. The meaning of a certain non-verbal signal is conditional or in other words it depends on the social and behavioral context, while the meanings of words is fixed in dictionaries. In addition, the language has a syntax system that determines how words are combined into a message [32, p. 16].

For example, Al Roker invites guests to his weather forecasts very often. Ariana Grande, a famous singer, was one of his guests in the weather forecast broadcast on September, 9th, 2020. The following example demonstrates that the atmosphere in the studio is friendly, Al Roker is ready to listen to Ariana, sympathize, empathize and complement the responses concerning the weather report. Al Roker as an American weather presenter appears to be confident, strong and independent.

1. *(Ariana) When we get somewhere else? (Al Roker) We'll work on that, some people are gonna see that this weekend in fact as we take a look what's happening. I'll let you go, okay? (Ariana) Take your spot, boom. (Al Roker) It's there and you can see we've got some showers and thunderstorms from the Gulf Coast all the way into the Great Lakes [51].*

Moreover, the examples below demonstrate his facial expressions, straight posture, gestures used in communication with his guests are quite simple: it can be an ordinary American resident from a small town or famous singer like Ariana Grande.

1. *(Al Roker) You can see, we are going to get rid of some of those heavy waves with the late high 3. Do you surf? (Ariana) No, I don't. I dive into this there. (Al Roker) You go into the screen, boom! [51].*
2. *(Al Roker) Let's check it out! (Ariana) What did you do? I touch the monitor and I was trying to do what you do and I press. (Al Roker) Oh, just hit that button, okay? See?! (Ariana) Oh yeah, okay. (Al Roker) Now touch the West Coast [51].*
3. *(Al Roker) What's your favorite kind of weather? (Ariana) I like rainy weather, I love like gloomy romantic kind of weather [51].*

Another key example is the weather forecast for January, 24th presented by Adam Joseph. The gestures used by the weather presenter serve as means of attracting

attention and emphasizing the speech. For instance, Adam Jones is using his fingers as well as his hand to point out the areas affected by the clouds and windy weather [48]. It helps to make the weather report clearer and more interesting for the viewer. Moreover, when he mentioned: *“as we go into your midweek, Wednesday temperature is already going to near 50 by 11:00 o'clock in the morning mid-50s in the middle of the afternoon with that sunshine dominating and then still staying near 50 degrees possibly even a couple of hours after sunset [48]”* At this moment, Adam Jones started to demonstrate with both his hands the difference in temperatures mentioned, that is why it can be considered as a descriptive gesture.

In conclusion, for American weather presenter, it is necessary not only to have a journalistic talent but also to be able to use verbal and non-verbal features in order to make their weather report presentation sound informative, persuasive, professional and clear. This effect can be achieved with the use of relevant gestures, confident posture, constant eye-contact with a smile and effective use of language.

2.2.3 Communicative strategies and tactics

Communicative strategies and tactic represent the communicative influence that is used in order to achieve certain goals. Communication in weather forecasting is aimed at providing the most recent update on weather conditions for the audience. Efficient usage of communicative strategies and tactics by American weather presenter affects the popularity of the TV channel and the quality of work and perceptions of the delivered information.

The study of communicative strategies and tactics functioning in different types of discourse are devoted to the framework of many researchers (S. A. Sukhikh, O. N. Parshina) [48, 49]. However, despite the fact that many scientists are engaged in the study of this issue, there is still disagreement on the issue of understanding the terms "communication strategy" and communicative tactics".

It follows that in order to achieve the communicative goal, it is necessary to choose the most effective means. In this study, under the communicative strategy and we mean a complex of verbal and non-verbal actions aimed at achieving communicative goals, which includes planning the process of verbal communication

depending on the specific conditions of communication and the personalities of the communicants, as well as implementation of this plan [20]. Communication tactics are one or more actions that contribute to the realization of a strategy [20].

The material under this study includes 35 American weather reports presented in April 2020 - April 2021 have been analyzed. As a result of the research, it was found that American weather presenter uses two main communicative strategies in weather forecasting.

Firstly, the strategy of giving advice is common in ecological discourse. This strategy is implemented by the following tactics: the tactic of appeal, recommendation and demonstration. The language units used in the strategy of recommendation make the audience listen to the weather report more attentively because they perceive it as a recommendation from the professional person in this sphere.

The tactic of appeal is interrelated with the expression of instructions, different requests and demands. This effect is achieved with the use of verbs in an imperative mood that implies a subject “you”. For instance:

1. *Look at the warm-up on Wednesday with some late day rain. We cool down behind that front then we're back into the 40s this weekend and look at this, we stay in the 40s [44].*
2. *Don't even fret about what to do that way. You just have it all planned and it is considerably cooler in our highs [65].*
3. *Nobody can tell you exactly how much snow will fall in your backyard but just know it's going to be pretty nasty and tomorrow morning as some drier air gets in here [80].*

These examples show that the tactic of appeal creates the atmosphere of face-to-face communication between American weather presenter and their listeners. This tactic also helps the viewers to follow new material provided by weather presenter because they hear an appeal that it directed to them.

The tactic of demonstration is implemented by demonstrative pronouns “this”, “these”. It follows that this tactic points out to the audience the location and its danger

and this means are used in order to focus the attention of the recipient to the important points of the weather report:

1. *You're going to be getting some of these heavy rain showers Ravenna out toward West Branch State Park area then also farther to the south into the Canton area [65].*
2. *In fact, tomorrow morning these are your expected lows. We're going to be in the low to mid 20s area wide may even see some upper teens especially where that snow pack is and keep in mind those deck surfaces porches anything [66]*
3. *We have going through, the weekend is right on track for where we should be this time of the year so at least there's that we're going to be in the 40s tomorrow morning [63].*
4. *These storm systems are going to slide just north of the border and keep on moving east once it goes by us probably Wednesday into Thursday [119].*

The aforementioned examples also show that the usage of demonstrative pronouns helps to attract the attention of the audience to the specific part of the speech.

The tactic of recommendation is well-spread in weather forecasting, it is realized by the verb in an imperative mood. This actively demonstrates that American weather presenters provide the viewers with propositions concerning the clothes or behavior due to the weather conditions mentioned in the weather report. For example:

1. *I'll let you know when and even some cooler weather in your seven-day forecast so stick around for all of that as grab a cup of coffee or another cup of coffee [50].*
2. *Again for Thursday and then you cool it down just slightly on Friday but the weekend looks great and it's the first weekend of may so bring out the Justin Timberlake memes, we'll be in the 60s to low 70s. That's a good point I haven't seen that one yet [54].*
3. *You're going to make the jump into the 60s. How beautiful is it. Sunday, I'm already seeing you firing up that grill [78].*

The examples demonstrate that this tactic is used in order to popularize meteorological information and make it easier to perceive for a diverse audience because the weather report is combined with the recommendations that can be useful for the viewers.

Moreover, the tactic of recommendation can be represented by a verb in an imperative mood but also in a negative form. In the following examples, possessive and personal pronouns imply that American weather presenter wants to prevent their audience from the certain action.

4. *We have plenty of heat. We're sitting in the upper 80s and low 90s still at this hour and your heat index is still in the upper 90s, so do not leave your sunglasses at home [46].*
5. *That's going to help to pop those temperatures: do not skip this information because it's plenty humid we might have a few pop-up showers and storms but the better chances for the rain [102].*
6. *Do not forget to tune in again at 5 and 6 for an updated forecast right here on Fox 4 [103].*

Secondly, in the weather forecast, the strategy of attracting and keeping attention is achieved with the use of the tactic of establishing and keeping the contact. It should be stressed that in weather reports, it is important to establish the contact not only with the target audience but also with every person who finds the weather forecast on TV.

The tactic of establishing and keeping the contact with a viewer is implemented due to the personal pronouns “you”, “we” as well as possessive pronouns “your” “our” that is shown in the examples below:

1. *But, you know, we do have these lakes and Lake Erie is going to provide some moisture, so I think we're still going to end up with a cumulus cloud deck tomorrow [45].*
2. *That's exactly what we had yesterday, gusts as high as 30 to 35 miles an hour our wind profile shows this and it's not only this morning [78].*

All things considered, American weather presenter’s effective usage of communicative strategies and tactics influence the impression of the recipient of the

weather forecast. The strategy of giving advice and the tactics implemented allow American weatherman to make a difficult meteorological text closer to the audience and provoke the interest to listening to it. Moreover, the strategy of attracting and keeping attention, keeps the person involved in the weather forecast.

CONCLUSION TO CHAPTER 2

In the weather forecast as a part of ecological discourse, British weatherman and American weatherman are main language identities on TV weather broadcasting.

British weather presenter influences the correct understanding of meteorological text by the audience. In the English speaking broadcasting services British weather presenters are well-known all over the globe. The main general characteristics of British weatherman are improvisation, the usage of specific terminology and high level of communication skills.

Verbal and non-verbal characteristics of the British weatherman form a screen image that helps to establish contact with the viewers. Verbal features of the weather information are implemented by simple and compound sentences as well as the usage of meteorological terms. Non-verbal features of British weather presenter include joining hands, a pen in hands, interaction with the visual materials, contact eye-contact and a smile.

Communicative strategies and tactics help the presenter to achieve certain communicative goals. Language identity “British weatherman” uses the informative strategy with the help of the following tactics: the tactic of forecasting, the tactic of informing about present situation and the tactic of comparison present and past situation. And the strategy of attracting and keeping attention that is realized the addressing tactic as well as the tactic of reducing social distance.

American weatherman as a language identity can be characterized by the specific structure of the weather forecast: Introduction; The Present weather; The Forecast weather; and Concluding points;

The individual style of American weather presenter is achieved with the use of the following verbal features: conversational style, casual, informal nature of

communication and lexical diversity. Non-verbal characteristics are realized by simple manner of communication, interaction with guests, descriptive gestures and the gestures of attracting attention.

Communicative strategies and tactics common for the language identity “American weatherman” are the strategy of advice with the tactic of appeal, recommendation and warning and the strategy of attracting and keeping attention that is achieved with the use of the tactic of establishing and keeping the contact.

GENERAL CONCLUSION

Broadcasting is an important tool of society that is undergoing significant changes. Nowadays, the main genres of modern broadcasting are radio broadcasting, telebroadcasting as well as the Internet and social networks. The Internet as a source of sharing information influenced the appearance of visual support, its availability and well-spread connection all over the globe. The main features of modern broadcasting are: distance, anonymity, multimedia, interactivity and accessibility.

Weather forecast is a combination of science and technologies used to forecast the weather conditions in a certain area and time. Weather forecast is presented in any news on almost every television broadcasting channel regardless of the form of ownership, broadcasting method, or thematic focus. The main characteristics of the weather forecast as a genre of broadcasting is to achieve the following goals: commercial, educational, informational and cultural.

The notion of discourse and its identification is studied by various scientists. The term discourse began to be used in the most diverse areas of human activity (media discourse and medical discourse, political discourse, etc.). There is a narrow and broad differentiation of ecological discourse, where the latter refers to all texts that have a direct or indirect impact on the ecological consciousness of the recipient. Ecological discourse is formed by all people who deal with the environmental issues. From the linguistic point of view, weather forecast as a part of ecological discourse share common features: the use of words with indefinite semantics, the use of neologisms and nominalization.

Another key point to mention is the interpretation of the language identity. This term comes to linguistics as a result of an interdisciplinary synthesis from philosophy, sociology and psychology. Overall, the language identity is the combination of the abilities and characteristics of a person, which determines the creation and perception of texts. The individual style of the presenter of the weather forecast or weatherman as a representative of mass media in ecological discourse is a language identity.

The analysis of the communicative activity of weather forecasts presented on English TV channels allowed to distinguish the following types of language identities:

British weather presenter and American weather presenter. Each language identity has its own communication goal, certain verbal and non-verbal characteristics as well as communication strategies and tactics.

The language identity "British weather presenter" is the central figure of the weather forecast that forms the image of the TV channel and influences the perception of meteorological information by viewers. The communicative goal of this language identity personality is to share the information about the most probable changes in weather conditions in the nearest future. The speech of British weather presenter is characterized by a large number of terminological units as well as the use of gestures that serve as means of attracting attention and emphasizing the speech. It is established that the dissemination of this weather reports occurs through such communication strategies as strategy of informing and strategy of attracting and keeping attention. The strategy of informing is implemented through the tactics of informing about present situation, the tactics of forecasting and the tactics of comparison the present and past situation. The most common markers of this communicative tactic are temporal verb forms (Present, Past and Future Simple), adverbs of time and nouns. The strategy of attracting and keeping attention is implemented through the addressing tactic and tactic of reducing social distance, which serve as a tool for attracting the attention of the audience.

The language identity "American weather presenter" is the main one, since it also influences the presentation of the meteorological forecast as a genre of ecological discourse and influences its perception. The main communicative goal of the language identity "American weather presenter" is to warn a certain area about possible weather changes. The verbal and non-verbal characteristics of the language identity "American weather presenter" include: the use lexical-stylistic and grammatical-syntactic tools that make their weather forecasts stylistically colored, lexical units to denote the days of the week, toponyms, straight posture and as a descriptive gestures. Their weather forecasts are characterized by the use of simple and complex sentences, which is a feature of conversational style. Pragmatic analysis of the speech of this language identity revealed the following communicative strategies: the strategy of giving advice

and the strategy of attracting and keeping attention. The first is implemented through tactics of appeal, recommendation and demonstration. The second - through the tactics of establishing and keeping the eye contact. It was found that these strategies are used to personalize the difficult meteorological text and provoke the interest of the audience.

We see prospects for further research of the problem in a more detailed study of the language identities of the weather forecast presenters, as well as consideration of the cultural and national features of the communicative behavior of participants in the ecological discourse that allows to outline the other types of language identities and their individual style.

REFERENCES

1. Андреева В. Ю. Стратегии и тактики коммуникативного саботажа: автореф. дис. кан. филол. наук: 10.02.19. Курск, 2009. с. 24
2. Арешенкова О. Ю. Комуникативно-прагматичний потенціал маніпулятивних формул у текстах комерційної реклами / О. Ю. Арешенкова // Лінгв. студії. Наук. вісн. Криворізьк. держ. пед. ун-ту. Кривий Ріг, 2016. Вип. 32. С. 62–65.
3. Арешенкова О. Ю. Комуникативні-прагматичні та стилістичні параметри рекламного тексту : дис. ... канд. філол. наук : спец. 10.02.04 «Германські мови» / О. Ю. Арешенкова. Кривий ріг, 2016. 230 с.
4. Басинская М. В. Исследование лексико-семантических особенностей экологического дискурса в рамках языковой экологии // Вестник Московского государственного лингвистического университета. Языкознание. 2014. Вып. 20 (706). с. 292
5. Бацевич Ф. С. Мовна особистість у сімейному спілкуванні: лексикосемантичні виміри: монографія. Львів. ПАІС, 2014, 181 с.
6. Белоусова М.Н. Современное состояние и тенденции развития жанров тележурналистики / Вестник РУДН. Серия: Литературоведение. Журналистика. 2011. № 1. с. 73-81
7. Блавацький, С. Таблоїдизація якісної преси у Великобританії [Текст] / С. Блавацький // Вісн. Львів. ун-ту. Сер.: Журналістика. 2007. Вип. 30. С. 91–102
8. Блинова І. А. Мовна особистість письменника-прозаїка у взаємодії композиційно-мовленнєвих форм: монографія. Дніпропетровськ: Літограф, 2016. 279 с
Богин Г. И. Модель языковой личности в ее отношении к разновидностям текстов: автореф. дисс. ... д. филол. н. Л., 1994. с. 31
9. Босый, П. Н. Современная радиоречь в аспекте успешности/ неуспешности речевого взаимодействия [Текст]: автореф. дис. ... канд. филол. наук. / П.Н. Босый. - Томск, 2006. с. 23

- 10.Броженко С. В. Стратегии и тактики речевого воздействия в рекламном дискурсе (на материале рекламных текстов банковских услуг) // Вестник Челябинского государственного университета. 2011. с. 218
- 11.Виноградов В. В. Язык как творчество [Текст] / В. В. Виноградов. М.: 1995. с. 126
- 12.Виноградов В. В. О задачах стилистики. Наблюдения над стилем жития протопопа Аввакума // Виноградов В. В. Избр. труды. О языке художественной прозы. М., 1980. С. 14-17
- 13.Городецька І. В. Презентаційна стратегія як одна з найважливіших комунікативних стратегій у рекламі / І. В. Городецька // Наук. вісн. Міжнар. гуманіт. ун-ту. Сер: Філологія, 2014. № 10, Т. 2. С. 172–174.
- 14.Гудзь Н. О. Англомовний екологічний інтернет-дискурс: аксіологічний та комунікативно-прагматичний аспекти (на матеріалі веб-сайтів неурядових природоохоронних організацій). автореф. дис. ... канд. філол. наук : 10.02.04 / Київ. ун-т ім. Б. Грінченка. Київ, 2015. 20 с.
- 15.Гуревич П.С. Приключения имиджа: Типология телевизионного образа и парадоксы его восприятия / П.С. Гуревич. Москва, 1991. С. 221.
- 16.Дроздова Д. Р. Структура академического дискурса в учебном процессе / Д. Р. Дроздова // Вестник АГУ. 2015. №1. С. 36 – 40.
- 17.Зайцева А.В.К проблеме типологии текстов экологического дискурса ФРГ. ... Тамбов: Грамота, 2013. № 7. Ч. 2. С. 92-96
- 18.Иванова Е. В. К проблеме исследования экологического дискурса // Политическая лингвистика. Вып. 3(23). Екатеринбург, 2007. С. 134–138.
- 19.Иванова Е. В. Эколингвистика и метафорическая картина природы в медийном экологическом дискурсе // Перевод и сопоставительная лингвистика: Периодический научный журнал / под ред. А. Б. Шевнина. Екатеринбург: Урал. гуманитарный ин-т, 2007. С. 119–126
- 20.Иванова Е. В. Эколингвистика и роль метафоры при описании экологических проблем // Вестник Челябинского гос. ун-та. Серия Филология. Искусствоведение. Челябинск, 2007. № 13. С. 32–36.

- 21.Иссерс О.С. Коммуникативные стратегии и тактики: учебное пособие для вузов. М.: Издательство ЛКИ, 2008. с. 288
- 22.Каленова О. Г., Дубровская Т. В. К проблеме определения экологического дискурса и его жанров // Лингвистика и межкультурная коммуникация. 2015. с. 6-12
- 23.Карасик В.И. О категориях дискурса // Языковая личность: социолингвистические и эмотивные аспекты. Волгоград; Саратов, 1998. С. 187.
- 24.Караулов Ю. Н. Русский язык и языковая личность: Моногр. М.: Едиториал, 2004. с. 3 – 8
- 25.Коломієць О. М. Вживання метафор у англійських, польських та українських синоптичних повідомленнях у публіцистичному стилі / О. М. Коломієць // Сучасні дослідження з іноземної філології. – [зб. наук. праць] / [за ред. М. П. Фабіан]. Ужгород: ПП «Аутдор-Шарк», 2013. Вип. 11. С. 184-190.
- 26.Крейдлиן Г. Е. Невербальная семиотика: язык тела и естественный язык. - М. : новое лит. Обозрение, 2004. с.581
- 27.Львова Н. Л. Іллокутивний характер лексичних стилістичних засобів у дискурсі прогнозів погоди / Н. Л. Львова, А. Є. Дехтяренко // Нова філологія, 2012. Вип. 54. С. 176-179.
- 28.Македонова О. Д. Графічні паравербальні засоби в сучасному англomовному рекламному дискурсі / О. Д. Македонова // Одес. лінгв. вісн. Одеса. 2016. № 8. С. 44–46
- 29.Паршина, О Н. Стратегии и тактики речевого поведения современной политической элиты России: монография / О. Н. Паршина; под ред. О. Б. Сиротининой; Астрах. гос. техн. ун-т. Астрахань : Изд-во АГТУ, 2004 (Информ.-издат. центр АГТУ). с. 195
- 30.Плавская Т. В. Двужычный тезаурус исследователя-археолога как основа создания лексикографического продукта нового типа: автореферат дис. ... кандидата филологических наук, 2009. с. 215

- 31.Рождественский Ю.В. Теория риторики / Ю.В. Рождественский. 4-е изд., испр. М. : Флинта, 2006. с.512.
- 32.Розмаріца І. О. Лінгвокогнітивні особливості комунікації у сфері екології (на матеріалі сучасної англійської мови) : автореф. дис. на здобуття наук. ступеня канд. філол. наук : спец. 10.02.04 «Германські мови» / І. О. Розмаріца. К., 2004. с. 20.
- 33.Слышкин Г. Г., Ефремова М. А. Кинотекст (опыт лингвокультурологического анализа). М.: Водолей Publishers, 2004. с.153
- 34.Сотников А. В. Мовна особистість: стан та методи дослідження //Лінгвістика ХХІ століття. Київ, 2015. С. 141-148.
- 35.Сухих С.А. Личность в коммуникативном процессе. Краснодар: Изд-во Юж. ин-та менеджмента, 2004. 155 с. Библиогр.: с. 143–154
- 36.Телетов О. С. Особливості мовленнєвого впливу в рекламних текстах / О. С. Телетов, С. Г. Телетова // Маркетинг і менеджмент інновацій. Київ, 2017. № 4. С. 49–58.
- 37.Томащук Ю. А. Ценностная картина мира молодых женщин (на материале англоязычных Интернет-журналов для молодых женщин —gUrll, —Seventeenll, —Teen Vogueell) / Ю. А. Томащук // Современные концепции гуманитарных наук: языкознание и литературоведение : Материалы VII международной научно-практической конференции, г. Екатеринбург: МНО. Наука без границ, 2015. С. 28–33.
- 38.Ухова Л. В. Доминирующие факторы эффективности рекламного текста: языковое оформление / Л. В. Ухова // Стилистика сегодня и завтра, Часть II. М.: Факультет журналистики МГУ, 2014. С. 348-352.
- 39.Филиппова Т. А. Понятие и основные характеристики экологического дискурса (на материале англоязычных СМИ) // Известия ВГПУ 2018. с. 97-101.
- 40.Форманова С. В. Лінгвальні особливості теледискурсу : прагматичний аспект / С. В. Форманова, Е. В. Боева // Журналістика. Філологія. Медіаосвіта : зб. наук. пр. Полтава, 2016. С. 256–260.

41. Шарков Ф. И., Родионов А. А. Социология массовой коммуникации. 2002. с.262
42. Шаховский В.И. Нацио- и социокультурные аспекты языковой личности // Общество, язык и личность: материалы Всерос. науч. конф. Пенза – М., 1996. Вып. 1. С. 29–30.
43. Шишліна О. П. Метеопрогнози у німецькомовних ЗМІ: мовні та функціональні ознаки / О. П. Шишліна // Нова філологія, 2012. Вип. 53. С. 194-197.
44. Шкіцька І. Ю. Маніпулятивні тактики позитиву : лінгвістичний аспект : моногр. / І. Ю. Шкіцька. Київ : Вид. дім Дмитра Бураго, 2012. 440 с.
45. Шмелева Т. В. Модель речевого жанра // Жанры речи. Саратов: Изд-во ГосУНЦ «Колледж», 1997. С. 88-98.
46. Яхнюк Т. О. Використання фрагментів художніх відеофільмів для навчання студентів мовних спеціальностей соціокультурної англійської лексики: дис. ... канд. пед. наук: 13.00.02 / Тетяна Олександрівна Яхнюк. К., 2002. с. 203
47. Яхонтова Т. В. Лінгвогенетика сучасної науки (на матеріалі англійських наукових текстів): автореф. дис. на здобуття наук. ступеня докт. філол. наук : спец. 10.02.04 Германські мови / Яхонтова Тетяна Вадимівна. К., 2016. 32 с.
48. Andrew C. An introductory history of British broadcasting / Crisell Andrew. London: Routledge, 2002. 253 с. (2nd).
49. Burgoon, J.K., Buller, D.B., Woodall, W.G. Nonverbal communication: the unspoken dialogue [Text] / J.K Burgoon., D. B. Buller, W.G.Woodall. New York: Harper & Row, 1989. 538 p
50. Castells, M. The Rise of the Network Society (The Information Age: Economy, Society, and Culture, Volume 1). Vol 1. 2nd Edition with a New Preface. Oxford: Wiley Blackwell Publ, 2010. p. 260

51. Denis M. Mass Communication Theory / McQuail Denis. SAGE Publications Ltd, 2010. 632 c. (6th).
52. Dryzek J. S. The politics of the earth: environmental discourses. Oxford: Oxford University Press, 2005. p. 261
53. Gerald F. Guidelines on Weather Broadcasting and the Use of Radio for the Delivery of Weather Information / Fleming Gerald. 2005. p. 10–34.
54. Golyadkin N.A. TV information in the USA. – M.: IPK of the workers of television and radio broadcasting, 1995. p. 228
55. Irvin F. A History of Mass Communication: Six Information Revolutions / Fang Irvin. – Boston: Focal Press, 1997. p. 320
56. Karol J. Media and democracy in the 21st century / Jakubowicz Karol. Warsaw: Publishing House, 2013. p. 272
57. Mills T. Myth of a Public Service / Tom Mills., 2016. p. 272
58. Patterson, M.L. More than words: the power of nonverbal communication. [Text] / M.L. Patterson. [S.I.]: Aresta, 2011. p. 222
59. Smith Th. M. Elements of ecology / Th. M. Smith, R. L. Smith. 8th ed. Pearson Benjamin Cummings, 2016. P.612
60. Schalman T. M. TV presenter and audience of television programs: In the emotion and mutual influence / T. M. Schalman / Scientific notes Institute of Journalism. 2005. T. 18. P. 56-61

LANGUAGE DATA

- 61.1 p.m. weather forecast with Matt Wintz for February 21, 2021 calls for a blustery Monday morning. [Electronic resource]. URL: <https://www.youtube.com/watch?v=k1XTlayeefU&t=11s/> (date of access 24.04.2021).
- 62.11 p.m. weather forecast August 17, 2020. [Electronic resource]. URL: <https://www.youtube.com/watch?v=Ah7pxrwavYQ&t=3s/> (date of access 07.03.2021).

- 63.11 p.m. weather forecast for Oct. 2, 2020. [Electronic resource]. URL: <https://www.youtube.com/watch?v=OrjRy1L5AgA/> (date of access 11.04.2021).
- 64.6 p.m. weather forecast for July 9, 2020. [Electronic resource]. URL: <https://www.youtube.com/watch?v=Sf0ipjMZqk&t=4s/> (date of access 24.04.2021).
- 65.About Al Roker: Weather presenter, television and radio personality. [Electronic resource]. URL: <https://peoplepill.com/people/al-roker/> (date of access 07.03.2021).
- 66.Adam Joseph 6ABC 530am 2017 Jan 24. [Electronic resource]. URL: https://www.youtube.com/watch?v=5k_xE6N6XU4/ (date of access 24.04.2021).
- 67.Alex Deakin - BBC Weather. [Electronic resource]. URL: <https://www.bbc.com/weather/about/19112688/> (date of access 07.03.2021).
- 68.Another warm day in Northeast Ohio, but rain is on the way: Weather forecast for March 23, 2021. [Electronic resource]. URL: <https://www.youtube.com/watch?v=lAtafvv2C68/> (date of access 24.04.2021).
- 69.Ariana Grande Reads The Weather With Al Roker. [Electronic resource]. URL: <https://www.youtube.com/watch?v=Ae-67titqp0/>(date of access 24.04.2021).
- 70.Bay Area Forecast: Dangerous Wind & Rain Ahead. [Electronic resource]. URL: <https://www.youtube.com/watch?v=oz2VAO-BDqM/> (date of access 24.04.2021).
- 71.BBC One - Breakfast - Carol Kirkwood. [Electronic resource]. URL: <https://www.bbc.co.uk/programmes/profiles/2jFbVcst3YNT4DTxBqRnrF4/carol-kirkwood/> (date of access 07.03.2021).
- 72.Betsy Kling Salary, Husband, Age, Height, Wedding. [Electronic resource]. URL:
- 73.Brief taste of summer hits Northeast Ohio: Weather forecast for April 27, 2021. [Electronic resource]. URL:

- <https://www.youtube.com/watch?v=CwOVuH5k5Ic&t=6s/> (date of access 24.04.2021).
74. Carol Kirkwood - BBC Breakfast Weather 12/10/2020. [Electronic resource].
URL: <https://www.youtube.com/watch?v=kOppwM4iYyA&t=3s/> (date of access 11.04.2021).
75. Carol Kirkwood - BBC Breakfast Weather 22/04/2021. [Electronic resource].
URL: <https://www.youtube.com/watch?v=d9UMV-nZwHE&t=4s/> (date of access 24.04.2021).
76. Carol Kirkwood - BBC Breakfast Weather 25/11/2020. [Electronic resource].
URL: <https://www.youtube.com/watch?v=f374KmtE6yQ&t=2s/> (date of access 24.04.2021).
77. Carol Kirkwood - BBC Weather - (9th February 2021). [Electronic resource].
URL: https://www.youtube.com/watch?v=B3ygiHmp_m4&t=3s/ (date of access 11.04.2021).
78. Carol Kirkwood 16/2/21. [Electronic resource]. URL:
https://www.youtube.com/watch?v=xL9yKPM_xIE&t=5s/ (date of access 11.04.2021).
79. Carol Kirkwood BBC Weather April 6th 2021. [Electronic resource]. URL:
<https://www.youtube.com/watch?v=5dBINutSuTw&t=4s/> (date of access 11.04.2021).
80. Carol Kirkwood BBC Weather May 3rd 2021. [Electronic resource]. URL:
<https://www.youtube.com/watch?v=CE1dAuqB57o&list=WL&index=3&t=28s/> (date of access 24.04.2021).
81. Cindy Preszler April 26 Forecast. [Electronic resource]. URL:
https://www.youtube.com/watch?v=_DSXGV5jCBs&t=7s/ (date of access 24.04.2021).
82. Cindy Preszler April 9 Forecast. [Electronic resource]. URL:
<https://www.youtube.com/watch?v=-bcQutJxYW0/> (date of access 11.04.2021).

83. Cindy Preszler May 4 Forecast [Electronic resource]. URL: <https://www.youtube.com/watch?v=rhY1Cevo79o&t=10s/> (date of access 11.04.2021).
84. Climate, Sea Level and Superstorms. [Electronic resource]. URL: <https://www.youtube.com/watch?v=Fh4gCHXFOgc/> (date of access 24.04.2021).
85. Cooler temperatures return to Cleveland: Weather forecast for May 5, 2021. [Electronic resource]. URL: <https://www.youtube.com/watch?v=koodeGAGWXI/> (date of access 24.04.2021).
86. Front Row weather forecast: A cold night is ahead. [Electronic resource]. URL: <https://www.youtube.com/watch?v=4zSEfFqiQxA&t=66s/> (date of access 24.04.2021).
87. KHQ Local News@5:00 // KHQ channel. 2012. 06 April. [Electronic resource]. URL: <http://www.khq.com/category/75240/programming/> (date of access 11.04.2021).
88. KMOV News 4 - 4 Warn Storm Team Forecast - with Kristen Cornett (2019). [Electronic resource]. URL: <https://www.youtube.com/watch?v=gX0U4rJ0j1k/> (date of access 07.03.2021).
89. Louise Lear - BBC Weather - (08.08.2020). [Electronic resource]. URL: <https://www.youtube.com/watch?v=QF-41F0Ifpc/> (date of access 11.04.2021).
90. Louise Lear - BBC Weather - (16.01.2021). [Electronic resource]. URL: <https://www.youtube.com/watch?v=cxxbNUmy51A&t=3s/> (date of access 11.04.2021).
91. Louise Lear - BBC Weather - (8th April 2021). [Electronic resource]. URL: <https://www.youtube.com/watch?v=D1TWNuNLUIg&t=9s/> (date of access 11.04.2021).
92. Louise Lear - BBC Weather. [Electronic resource]. URL: <https://www.bbc.co.uk/weather/about/19112180/> (date of access 07.03.2021).

93. Louise Lear dancing on Breakfast 28/11/20. [Electronic resource]. URL: <https://www.youtube.com/watch?v=fAUxEXEI0K4/> (date of access 11.04.2021).
94. Monday afternoon forecast 08/03/2021. [Electronic resource]. URL: https://www.youtube.com/watch?v=2_WQlfDU5_A/ (date of access 11.04.2021).
95. Rain and storms this week throughout Northeast Ohio weather. [Electronic resource]. URL: <https://www.youtube.com/watch?v=5Krp0Gj7RDg/> (date of access 05.05.2021).
96. Susan Powell - BBC Weather - (17th April 2021). [Electronic resource]. URL: <https://www.youtube.com/watch?v=-H3mA4zCLQI&list=WL&index=2/> (date of access 24.04.2021).
97. Susan Powell - BBC Weather - (9th March 2021). [Electronic resource]. URL: <https://www.youtube.com/watch?v=udd-BatG5-Y&t=6s/> (date of access 11.04.2021).
98. Susan Powell - BBC Weather. [Electronic resource]. URL: <https://www.bbc.co.uk/weather/about/19113136/> (date of access 07.03.2021).
99. Susan Powell BBC Weather March 31st 2021. [Electronic resource]. URL: <https://www.youtube.com/watch?v=M07-FMo91RY&t=5s/> (date of access 11.04.2021).
100. Susan Powell BBC World weather April 13th. [Electronic resource]. URL: https://www.youtube.com/watch?v=n0z4r_fLUSs&t=5s/ (date of access 07.03.2021).
101. Susan Powell - BBC World weather - (7th December 2020). [Electronic resource]. URL: <https://www.youtube.com/watch?v=O5Yf2BPMv3o/> (date of access 07.03.2021).
102. Temps Soar Tuesday, Storms Wednesday in Northeast Ohio: May 24, 2021 Forecast. [Electronic resource]. URL: <https://www.youtube.com/watch?v=AqY2pBoU-Ug/> (date of access 11.04.2021).

103. Thursday Forecast. [Electronic resource]. URL: <https://www.youtube.com/watch?v=v2yNZSuyA-s/> (date of access 24.04.2021).
104. Tomasz Schafernaker in need of a blow job? (BBC News, 6.11.10). [Electronic resource]. URL: <https://www.youtube.com/watch?v=-iMuP8xSoS8&t=1s/> (date of access 11.04.2021).
105. Warm weekend ahead Northeast Ohio as spring officially arrives: Weather forecast for March 19, 2021. [Electronic resource]. URL: <https://www.youtube.com/watch?v=AVGEJdtOoQ/> (date of access 24.04.2021).
106. Watch: 3News Wintry Blast Update with Chief Meteorologist Betsy Kling. [Electronic resource]. URL: <https://www.youtube.com/watch?v=ba4Fk1s194k&t=4s/> (date of access 07.03.2021).
107. Watch: Chief Meteorologist Betsy Kling provides update on winter weather conditions. [Electronic resource]. URL: <https://www.youtube.com/watch?v=SUL-9RdjcNI&t=2s/> (date of access 24.04.2021).
108. Weather Forecast: Dense morning fog for the central Willamette Valley. [Electronic resource]. URL: <https://www.youtube.com/watch?v=tibZpaqYYMI/> (date of access 11.04.2021).
109. Weekend weather – A big change on the way 16/01/20. [Electronic resource]. URL: <https://www.youtube.com/watch?v=T6zj0NSzE5E&t=12s/> (date of access 07.03.2021).
110. Winter weather pictures with Carol & forecast (UK) - BBC weather - 4th February 2021. [Electronic resource]. URL: <https://www.youtube.com/watch?v=soVIB-7EEUw/> (date of access 07.03.2021).
111. When BBC weather forecast goes wrong: Bloopers & funny incidents. [Electronic resource]. URL:

https://www.youtube.com/watch?v=HZbSR_R76GY&t=43s/ (date of access 11.04.2021).

АНОТАЦІЯ

до кваліфікаційної бакалаврської роботи «Прогноз погоди на телебаченні: індивідуальний стиль ведучих»

Бакалаврську роботу присвячено визначенню індивідуального стилю ведучих прогнозу погоди на телебаченні.

Розглянуто телебачення як один із засобів масової комунікації, якому властиві такі характеристики: адаптивність, мультимедійність, стрімкий розвиток та візуальна саморепрезентація. Встановлено, що прогноз погоди – це невід’ємна фінальна частина випуску новин, яка слугує для досягнення комерційних, навчальних, культурних та інформаційних цілей. Вибір форми подання прогнозу погоди залежить від індивідуального стилю ведучого, специфіки телеканалу та його технологічних можливостей.

Досліджено поняття «екологічний дискурс», яке виникло внаслідок стрімкої зацікавленості суспільства питаннями шкідливому впливу та захисту навколишнього середовища. Доведено, що основними визначальними рисами екологічного дискурсу є інформативність, використання неологізмів, номіналізація, актуальність.

Визначено, що поняття «мовна особистість» прийнято аналізувати через когнітивний, прагматичний та вербально-семантичний рівні. Виявлено, що мовна особистість ведучих прогнозу погоди залежить від певних вербальних і невербальних характеристик та закріплена у комунікативних стратегіях і тактиках.

Виокремлено такі типи мовних особистостей у прогнозах погоди на англійськомовних телеканалах: «британський ведучий прогнозу погоди» та «американський ведучий прогнозу погоди». Зазначено, що кожна мовна особистість використовує певні вербальні та невербальні засоби, застосовує певними комунікативні стратегії і тактики для досягнення своєї комунікативної мети.

Мовна особистість «британський ведучий прогнозу погоди» - це центральна особа випусків прогнозу погоди, яка формує імідж телеканалу та

впливає на сприйняття метеорологічної інформації глядачами. Комунікативною метою цієї мовної особистості є поширення інформації про найбільш ймовірні зміни погодних умов у найближчий час. У цій роботі ми з'ясували, що поширення цієї інформації відбувається за допомогою таких комунікативних стратегій, як стратегія інформування та стратегія привертання та затримки уваги. Наприклад, стратегія інформування реалізується за допомогою тактики повідомлення про теперішню ситуацію, тактику передбачення та тактику порівняння минулої та теперішньої ситуації. Маркерами цієї комунікативної тактики є часові форми дієслова, прислівниками часу та іменниками. Інша стратегія притаманна цій мовній особистості - це стратегія привертання та затримки уваги. Вона реалізується за допомогою тактики звертання та тактики зменшення соціальної дистанції, які є інструментом для привернення уваги аудиторії та її зацікавлення.

Варто зазначити, що мовна особистість «американський ведучий прогнозу погоди» є основною, оскільки також впливає на перебіг подання метеорологічного прогнозу та впливає на його сприйняття. Ми встановили, що основною комунікативною метою мовної особистості «американський ведучий прогнозу погоди» є попередження певної території про можливу зміну погоди. Прагматичний аналіз мовлення цієї мовної особистості виявив такі комунікативні стратегії: стратегія поради та стратегія привернення уваги. Перша реалізується за допомогою тактик апеляції, рекомендації та демонстрації. Друга – за допомогою тактики встановлення зорового контакту. Отже, що ці стратегії слугують для персоналізації важкого метеорологічного тексту тим самим і провокує інтерес аудиторії.

Ключові слова: екологічний дискурс, мовна особистість, засоби масової комунікації, індивідуальний стиль, прогноз погоди, комунікативна стратегія, комунікативна тактика.