

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

Master's thesis

VERBAL AND NON-VERBAL COMPONENTS IN TV INTERVIEWS

Ruslana Zelynska

2nd year student of the Education Program
'English Communication Studies and Translation
and Two Western European Languages'
Field of science: 03 "Humanities"
Specialty: 035 "Philology"

Supervised by:
Nadiia V. Skybytska, PhD.

«Допущено до захисту»

Протокол засідання кафедри англійської філології

та міжкультурної комунікації

Протокол № 8 від 18.04.2023

Зав. кафедри _____ д. філол. н., проф. Алла БСЛОВА

KYIV – 2023

CONTENTS

INTRODUCTION.....	2
I. The nature of Verbal and Non-Verbal Communication	7
1.1 The Linguopragmatic role of Verbal and Non-Verbal Communication	7
1.2 Linguistic Factors in Communication.....	20
1.3 Paralinguistic Features in Communication	24
Conclusion to Chapter 1.....	28
II. The implementation of Linguistic and Paralinguistic cues in television	30
2.1 The history of TV interviews as a media genre and it`s peculiarities.....	30
2.2 The importance of Verbal and Non-Verbal cues in TV broadcasting	39
2.3 The role of Verbal and Non-Verbal Components in asserting Epistemic Authority of a TV interview.....	45
Conclusion to Chapter 2.....	52
III. The utilization of Verbal and Non-Verbal Components in The Oprah Winfrey Show	55
3.1 Responsive Verbal and Non-Verbal cues of Oprah Winfrey	55
3.2 The Empathic manipulation in Meghan Markle and Prince Harry Interview. Meghan Markle`s narrative	63
3.3 The Empathic manipulation in Meghan Markle and Prince Harry Interview. Prince Harry`s narrative	69
Conclusion to Chapter 3.....	72
CONCLUSION	74
REFERENCES.....	78
SUMMARY	85

INTRODUCTION

Communication is the basis upon which civilizations are created, and it is the cornerstone of human contact. It is a complicated and diverse process that includes both Verbal and Non-Verbal exchanges, aiding information transfer, the expression of thoughts and feelings, and the building of social ties. Communication research is critical to understanding how people communicate, collaborate, and relate to one another in diverse circumstances.

Effective communication skills are widely acknowledged as critical for personal, intellectual, and professional success in today's linked world. The capacity to explain concepts, actively listen, and effectively deliver messages has become a sought-after skill in a variety of professions, ranging from business and healthcare to education and social action. Furthermore, communication is vital for developing and sustaining relationships, resolving disagreements, and cultivating empathy and understanding.

Besides the practical side of the coin, communication research provides a rich and diverse research landscape. Linguists, psychologists, sociologists, and anthropologists study the complexities of communication, delving into its cognitive, social, cultural, and behavioral elements. Among them John Locke, Stuart Hall, George Herbert Mead, Noam Chomsky, Edward T. Hall, Deborah Tannen, Michael Argyle - the scientists, whose works we have closely analyzed in preparation for our research.

Understanding communication is critical for dealing with societal issues. It explains how miscommunication and misconceptions occur, resulting in disputes and impediments to collaboration. Researchers may design evidence-based techniques and treatments to improve communication efficacy, bridge cultural gaps, and promote inclusion and mutual understanding by unraveling the intricacies of communication.

Verbal and Non-Verbal communication play vital roles in our lives, influencing various aspects of our interactions and relationships. We may convey our thoughts, ideas, and views through spoken or written words through Verbal communication. It allows us to communicate complicated ideas, share knowledge, and have meaningful interactions.

Non-Verbal indicators such as facial expressions, body language, and tone of voice give extra emotional context and assist others comprehend our emotional state, while Verbal communication helps us to explain our sentiments.

Communication, both Verbal and Non-Verbal, is vital for the formation and maintenance of relationships. We engage in discussions, share experiences, and form ties with people through Verbal communication. Non-Verbal communication, such as eye contact, touch, and body language, aids in the development of rapport, trust, and understanding.

Television interviews are a common and powerful method for spreading information, influencing public opinion, and engaging audiences. The interaction of Verbal and Non-Verbal components is critical in communicating messages, establishing trust, and making meaningful relationships with viewers in this dynamic situation. Understanding the importance and role of these components in TV interviews is critical for both interviewers and interviewees as they negotiate the hurdles of communication in a visually mediated and highly scrutinized setting.

In the process of conducting an interview, Verbal and Non-Verbal components play separate yet interwoven roles. The spoken language, including the words, sentence patterns, and rhetorical strategies used by participants, is included in Verbal communication. It allows for the transmission of information, the voicing of opinions, and the research of complicated themes.

Non-Verbal communication, on the other hand, includes the accompanying and complementing facial expressions, gestures, body language, and voice subtleties to Verbal information. These Non-Verbal cues transmit emotions, attitudes, and subtle messages that can have a big impact on audience impressions.

Successfully navigating the Verbal and Non-Verbal components of TV interviews necessitates expertise, preparation, and an awareness of the medium's specific requirements. To create a comfortable and engaging setting, interviewers must master the skill of asking intelligent questions, attentively listening, and changing their Verbal and Non-Verbal clues. To create credibility and authenticity, interviewees must

successfully deliver their messages, retain calm under pressure, and synchronize their Verbal and Non-Verbal clues.

This research paper **aims to** explore and analyze the role of Verbal and Non-Verbal components in TV interviews using the TV interviews conducted by Oprah Winfrey as an example, shedding light on their individual and combined impact on audience reception and engagement.

Oprah Winfrey's interviews are renowned for their depth, authenticity, and emotional resonance. The **topicality of the study** is predetermined by the fact that it provides useful insights into successful communication tactics relevant to numerous circumstances. The extraordinary connection she develops with her guests, her deft handling of difficult themes, and her ability to express empathy through Non-Verbal clues are all significant characteristics that aspiring interviewers, journalists, and communicators may study and emulate.

Consequently, the **purpose of the study** is to examine the Verbal and Non-Verbal components often used in TV-interviews, analyzing The Oprah Winfrey Show to find out how particular speech clues influence the process of communication.

To achieve the purpose mentioned above of the research we established the following **objectives** :

- to examine the notion of Verbal and Non-Verbal communication;
- to establish the linguopragmatic role of Verbal and Non-Verbal components;
- to explore the history of TV interview as a media genre and get a better understanding of its peculiarities;
- to analyse the role of Verbal and Non-Verbal components in TV broadcasting;
- to examine the influence of cultural and contextual factors on the use and interpretation of Verbal and Non-Verbal communication in TV interviews, considering how cultural norms, social dynamics, and the media landscape shape communication strategies;
- to investigate the role of Verbal and Non-Verbal Components in asserting Epistemic Authority of a TV interview;
- to explore the Verbal and Non-Verbal cues of an interview host;

- to contribute to the existing research on communication by exploring the specific dynamics and nuances of Verbal and Non-Verbal components in the context of TV interviews, expanding our understanding of effective communication strategies in media and journalism;
- to examine the influence of cultural and contextual factors on the use and interpretation of Verbal and Non-Verbal communication in TV interviews, considering how cultural norms, social dynamics, and the media landscape shape communication strategies;
- to investigate the challenges and potential pitfalls associated with Verbal and Non-Verbal components in TV interviews, including the risk of miscommunication, Non-Verbal cues that may convey unintended messages, and strategies to mitigate such challenges.

The **object** of the study is the Verbal and Non-Verbal components used by Oprah Winfrey and her guests in The Oprah Winfrey Show, specifically the episodes dedicated to Meghan Markle, Prince Harry, and Charla Nash .

The **subject** of the research is the communicative role of Verbal and Non-Verbal components used by Oprah Winfrey and her guests.

While working on this paper we use comparative analysis to outline the theoretical basis of the study. This study applied a descriptive qualitative method to study the language used by Oprah Winfrey and her guests in her show.

This research paper consists of Introduction, three Chapters and Conclusion. The Introduction demonstrates the relevance of the study, the research purpose, objectives and the employed methodology. Chapter 1 is concentrated on exploring the nature of Verbal and Non-Verbal communication, its Linguopragmatic role and features. Chapter 2 is devoted to the history of TV interview as a media genre, its peculiarities and the role of Verbal and Non-Verbal Components in asserting Epistemic Authority of a TV interview. Chapter 3 delves into The utilization of Verbal and Non-Verbal Components in The Oprah Winfrey Show, specifically the responsive Verbal and Non-Verbal cues of a host, the Empathic manipulation in Meghan Markle and Prince Harry

Interview and the difference in host ethics shown by Oprah Winfrey in the interview with Charla Nash. Conclusion provides a summary of the research paper.

I. The nature of Verbal and Non-Verbal Communication

1.1 The Linguopragmatic role of Verbal and Non-Verbal Communication

In this chapter we set the aim to explore the fundamental elements of the human communication system - Verbal and non-Verbal communication. Here we will delve into the nature of communication itself, interrelations between Verbal and non-Verbal communication methods and how they complement each other in order to make up a complete and coherent message.

It is hard to overestimate how long ago our ancestors made the first ever attempt at communicating with each other. It is safe to say that communication as an entity has been around since pre-scientific times, at the cradle of our modern civilization. In a book *A History of Communications* by Marshall T. Poe he investigates how human communication system evolved from sounds to cave paintings and smoke signals - the earliest forms of communication and eventually, to the development of language, writing, and some of the most intricate methods of long-distance communication [49].

The English word 'communication' stems from the Latin word 'Communicare' - to transmit, to participate or to impart. Upon further analysis we can see that 'Communicare' has the root 'Communis', which means to make common or to share [68]. The first ever attempt to attribute to the notion of Communication its name is accredited to the roman statesman Cicero. In his work *De Oratore* he describes the act of sharing ideas and information among people - a phenomena that we call Communication [14]. While the concept of Communication is as everpresent as society itself and we have the basic understanding of what it means from early on in our life, it is still considered one of the most prolific topics of research in contemporary academia [52].

For the sake of this work, we are going to operate with the definition coined by Keith Davis, who in his 1967 work titled *Human relations and Business communication* described the notion as “a process of passing information and understanding from one person to another” [16].

Between the modern definition by Davis and the first pre-scientific attempts to define the idea of Communication by Cicero lies a plethora of scrolls, manifestos, books and countless of hours of pondering and discussing ideas with fellow scientists, among whom the names of John Locke [36], Stuart Hall [30], George Herbert Mead [42], Noam Chomsky [13], Edward T. Hall [29], Deborah Tannen [53], Michael Argyle [1] - the scientists, whose works we have closely analyzed in preparation for our research.

A significant influence on modern scientists, including linguists and sociolinguists, is being attributed to John Locke and his *Essay on Human Understanding* in particular. In the *Essay* - a key text in the history of philosophy, Locke puts forward the idea that human knowledge is empirical and based on our perception of external objects [5]. This way to look at knowledge acquisition shaped modern linguistics as we know it now. His work became a foundation for many linguistic theories as he put a great emphasis on the role of language - a learned behavior rather than an innate ability, in the origins of human thought process.

In the essay *Encoding and Decoding in the Television Discourse*, Stuart Hall introduces the phenomenon of a "circuit of culture" - the idea that communication takes more steps than just transmitting, but rather involves its production, representation, consumption and regulation of meaning in communication [30]. He also takes time to analyze the peculiarities of television discourse through the prism of Verbal and non-Verbal communication. He argues that in order to convey information, television produces specific ways of encoding and decoding messages that are shaped by dominant cultural codes and norms, which can be both Verbal and Non-Verbal.

While looking at the television discourse as a heavily codified entity, Stuart Hall puts a lot of weight onto the role of message recipient - the viewer. He suggests that the way the viewer perceives messages - both Verbal and non-Verbal, is determined by their cultural and social background and experiences.

Turning our attention back to such terms as Verbal and Non-Verbal communication, it is hard to identify a specific person who was the first to differentiate and define them. One of the earliest instances of considering facial expressions and body language as means of communication could be attributed to Charles Darwin. In his book *The Expression of the Emotions in Man and Animals* he states: 'The instinctive gestures which are displayed by many animals, under certain states of the mind, are highly expressive. They serve as a language to the individuals of the same species, and, to a certain extent, may be understood by some of those of a distinct species' [15].

In the simplest and most precise words Verbal communication is characterized by the usage of language to convey meaning. Despite the popular opinion Verbal communication does not only imply oral communication, but also written language. Adequate Verbal communication relies on the speaker's appropriate usage of language in accordance to the social situation, understanding and properly reacting to context cues.

While sign language has words in its core, where each sign corresponds to a particular word, it is still considered a type of non-Verbal communication.

Non-Verbal communication refers to using facial expressions, body language, gestures, and other non-Verbal cues to convey the message. It is hard to overestimate the importance of non-Verbal communication, it being a crucial factor of face-to-face communication, providing the interlocutors with the context needed to decipher the message - emotions, attitudes, that may not be conveyed through words alone. In a lot of cases the clarity of the message and thus, the effectiveness of the communicative situation relies on non-Verbal means of communication.

Albert Mehrabian's study on Non-Verbal communication and his 7-38-55 rule were published in a book "Silent Messages: Implicit Communication of Emotions and Attitudes." This 1971 book investigates the use of Non-Verbal clues in expressing emotions, attitudes, and meaning in interpersonal communication [43].

In "Silent Messages," Mehrabian shares his findings from numerous research that looked at the relative relevance of Verbal and Non-Verbal communication in expressing different components of a message. While Mehrabian's work is frequently connected with the 7-38-55 rule, it's crucial to note that the percentages indicated represent the proportional influence of different channels of communication in specific settings, especially when the Verbal and Non-Verbal messages are incongruent.

The function of Non-Verbal clues such as facial expressions, body language, and tone of voice in expressing information and emotional states is discussed in Mehrabian's book. He highlights the necessity of understanding communication dynamics and the risk for miscommunication by taking into account both Verbal and Non-Verbal channels.

It's important to note that Mehrabian's study and the 7-38-55 rule have been open to many interpretations and critiques, as the percentages are frequently misapplied to all types of communication. "Silent Messages" remains an important study that advances our knowledge of the importance of Non-Verbal communication in human interaction.

To ensure adequate comprehension of both the interrelations between Verbal and Non-Verbal communication and their immediate influence on how we convey the intended message in social situations it's crucial to understand the concept of Linguopragmatics.

As a separate discipline Linguopragmatics originated in the 19th century, its genesis generally attributed to Charles Sanders Peirce - the father of Pragmatism. The main idea of Pragmatism is that the truth can only be determined by its practical application, rather than by its inherent logical coherence [46]. According to Haldur Öim [45], Pragmatics research is aimed at communicative realizations of sentences and texts. From this stems the nature of Linguopragmatism - the application of pragmatic principles to language and communication. In other words, Linguopragmatism is the principles of Pragmatism applied to language use and interpretation.

On the nature of Signs Peirce claimed that they are not just physical objects or a symbols, but also a representation of an idea or concept. In accordance with the knowledge that Language is a system of signs, this means that signs and language, according to Peirce, have practical consequences. Peirce assigns them the quality of being utilized for certain goals or purposes. In his essay *What is a Sign?* he writes: "The essence of the operation of the signs of a language is to express, not the thought of the speaker, but the thought of the hearer. This involves the principle that signs are primarily for the sake of others" [47].

At the same time, there is still no unified definition of the term "linguopragmatics". Mira Ariel - a professor of Linguistics at Tel Aviv University, sees it as the attitude of the speaker to reality, content of the message and addressee fixed in a language unit [2]. Thus, Linguopragmatics concerns with speech situations that have an utterance, its meaning and context, addresser and addressee [39]. It studies the ways in which language is used in context, and how context affects the meaning of language.

Understanding how people utilize linguistic means to achieve their communicative goals is one of the main goals of Linguopragmatics. Speakers may employ language to persuade, enlighten, amuse others or express their own feelings. Linguopragmatists aim for understanding the exact way how speakers use language to accomplish these objectives as well as the social and cultural contexts that influence it, thus comes the conclusion that it is centered on this interaction between language use and the social setting.

The study of sociolinguistics - a field that investigates how social characteristics like age, gender, ethnicity, and socioeconomic status have an impact on language usage, has also become a matter of interest for the scholars of Linguistic pragmatics field. It investigates how these variables affect language utilization in various circumstances and how they affect its evolution.

It is impossible to overestimate the role that Linguopragmatics play in modern linguistics as it illuminates all the possible ways of language employment and

utilization in context. Its results are crucial for the scholars to understand precisely how language helps us function in society and how we might use it more effectively to convey the message, ensuring that we achieve our communicative goals. Considering all the aforementioned it is safe to say that Linguopragmatics remains a prolific field of modern Linguistics that attracts scholars with all the possible research topics.

Examining Verbal and Non-Verbal communication in terms of their Linguopragmatic qualities can provide us a better understanding of the intricate ways in which language is employed in the context of social interactions, enhancing communication in a number of circumstances.

Research can shed light on the interplay of Verbal and Non-Verbal cues in communication. For instance, researchers can find out the pattern of how Non-Verbal clues like gestures and facial expressions are utilized to support or detract from the words that are being spoken. This is especially crucial in the medical industry.

We can confidently state that effective communication is critical in the medical field for establishing rapport, properly transmitting information and enhancing safety, comfort and health of the patients. Miscommunication leaves room for medical mistakes, incorrect diagnosis, and ineffective treatment strategies. Healthcare professionals can reduce the likelihood of adverse events and improve patient's odds by properly communicating the messages by the means of Verbal and Non-Verbal communication.

Informed consent is a critical component of medical practice. Linguo-pragmatics assists clinicians in communicating medical information properly while accounting for patients' language and cultural backgrounds. To enable informed decision-making, it is necessary to modify language complexity, provide examples and analogies, and assess for patient comprehension.

By ensuring effective communication medical professionals can get their patients to better understand their medical condition, treatment and doctor instructions. As a result, patients are more likely to comply with their prescriptions and changes in their

lifestyle, actively engage in their own treatment when they have a clear grasp of their healthcare plan.

Efficient communication can also become a matter of life and death in a professional medical setting, as whether the medical team can reach understanding quickly enough can determine the outcome of the procedure and the future of the patient in question. In 2018 Judith Tiferes conducted a study where she scrutinized the communication styles of surgeons, anesthesiologists, and technicians during robot-assisted operations, paying attention to both Verbal and Non-Verbal language cues. Her team video recorded surgeries in order to analyze the way medical team communicated, along with their Non-Verbal behaviors including head nodding, eye contact, and hand gestures. It was discovered that Non-Verbal communication was employed more frequently than Verbal communication and frequently complimented or added to Verbal communication. According to the study, teams doing robot-assisted surgeries should get training in both Verbal and Non-Verbal communication in order to minimize the risk of misunderstandings while being in charge of such complex equipment [63].

Linguo-Pragmatics is essential in doctor-patient communication. It is critical to understand how language choices such as tone, civility, and clarity affect patient understanding, trust, and compliance. Linguistic indicators including Non-Verbal gestures, turn-taking, and conversational repair can all have an impact on the doctor-patient relationship.

Effective communication in medicine involves expressing empathy, actively listening, and being kind to patients. Linguo-pragmatic analysis can provide light on the linguistic qualities and methods that can help enhance empathy, such as utilizing inclusive language, validating patients' worries, and demonstrating genuine care for their well-being. An exceptional level of empathy is crucial when dealing with disabled patients.

A 2011 study "Intentional communication in Non-Verbal and Verbal low-functioning children with autism", conducted by a group of scientists from the Netherlands, focuses on the purposeful communication requirements and goals of

children with autism spectrum disorder (ASD) to cater for their special needs. Over the course of research the team of scientists, led by Johan Maljaars, came to a conclusion that although Non-Verbal children employed a greater variety of conversational tactics than Verbal children, both Verbal and Non-Verbal children with ASD participate in deliberate communication. Furthermore, children with more severe ASD symptoms had a tendency to employ less deliberate communication techniques. It indicates that deliberate communication is a critical component of communication for kids with ASD, and that adults who deal with these kids should concentrate on fostering their intentional communication skills development [38].

Another study that we chose to analyze in preparation to our research, called "Does Verbal and Non-Verbal communication of pain correlate with disability?", looked into how people with chronic pain communicate their discomfort Verbally and Non-Verbally, as well as how it affects their ability to function. A self-report questionnaire was used to quantify impairment and to rate the Verbal and Non-Verbal displays of pain. The association between Verbal and Non-Verbal pain expressions and impairment was shown to be statistically significant in the study, however it was stronger for Verbal than for Non-Verbal emotions. These results suggest that in pain evaluation and management, both Verbal and Non-Verbal displays of pain should be taken into account as they might be significant indications of impairment in people with chronic pain [32].

Because medicine is such a varied area, healthcare providers frequently engage with patients from various cultural and language backgrounds. Linguo-pragmatics assists doctors in navigating cross-cultural communication issues such as cultural norms, language hurdles, and respecting varied communication styles in order to offer patient-centered care.

Linguistic miscommunication can lead to diagnostic mistakes, treatment misconceptions, and negative patient outcomes. Medical workers who study linguo-pragmatics can recognize communication problems such as confusing language, jargon, and assumptions and seek to improve communication tactics to avoid mistakes.

Its research assists healthcare practitioners in better understanding the complexities of doctor-patient interactions, tailoring communication to specific patients.

Particularly for people who have poor language ability in the language of the healthcare system, interpreters are essential in enabling communication between patients and healthcare practitioners. However, interpreters could unintentionally establish power disparities, impose their cultural norms, and affect the emotional reactions of patients and medical professionals. According to Dr Demi Krystallidou and Dr Peter Pype, the employment of Verbal and Non-Verbal cues by interpreters can have a big influence on how actively patients participate in medical consultations [33]. Interpreters could express their prejudices or opinions through their use of complicated language or Non-Verbal clues. Their essay 'How interpreters influence patient participation in medical consultations: The confluence of Verbal and Non-Verbal dimensions of interpreter-mediated clinical communication.' suggests a way to examine the effects of interpreter-mediated communication that takes into account both Verbal and Non-Verbal aspects. Researchers and practitioners can gain a better grasp of the effects of interpreter-mediated communication on patient engagement and health outcomes by learning how interpreters employ Verbal and Non-Verbal cues.

Another article "Clients' psychosocial communication and midwives' Verbal and Non-Verbal communication during prenatal counseling for anomaly screening" investigates the communication process between midwives and clients. The study investigates the use of Verbal and Non-Verbal communication by midwives and clients and how these impact the counseling process using a mixed-methods methodology, including audio recordings and observational notes. The study demonstrates that midwives frequently overlook the psychological and emotional factors that customers value in favor of technical considerations. The importance of Non-Verbal communication in this setting is highlighted by the fact that clients commonly convey their psychosocial issues using Non-Verbal signals, which midwives react to more frequently than Verbal cues. The authors of the research paper in question came to the conclusion that midwives should pay closer attention to their patients' psychological

issues and address them with sympathetic and encouraging Verbal and Non-Verbal cues [41].

Linguopragmatics research in stressful conditions seeks to understand how high-stress or high-pressure contexts impact language use and communication techniques. Emergency scenarios and crisis communication, as well as difficult interpersonal encounters, may all be stressful situations.

The significance of spokespersons preparing for media interviews during crises is discussed in the article 'Preparing to face the media in times of crisis: Training spokespersons' Verbal and Non-Verbal cues. *Public Relations Review*'. It emphasizes how important Verbal and Non-Verbal clues are in communication and how important it is for spokespersons to properly deliver their message while controlling their emotions. The authors propose that simulation exercises that mimic the strain and stress of media interviews be included in training programs for spokespersons. The goal of these drills should be to improve the spokespersons' Verbal and Non-Verbal communication skills while controlling their body language, facial expressions, and eye contact. The essay focuses on the significance of thorough planning to guarantee efficient media communication during times of crisis [67].

While analyzing the Linguopragmatic role of Verbal and Non-Verbal communication we decided that it would be a mistake to neglect the topic of implicature and presupposition, considering the fact that these two terms are two key notions concerning meaning and communication. Implicature and presupposition are language notions that were created in the realm of pragmatics.

According to Stanford Encyclopedia of Philosophy Implicature denotes either the act of meaning or implying one thing by saying something else, or the object of that act [17]. Implicature is the additional meaning provided indirectly or suggested in addition to the literal understanding of a statement. It happens when a speaker indicates or suggests something without directly saying it. Implicatures are context-dependent and rely on the speaker and listener's shared knowledge and assumptions.

Paul Grice came up with the notion Implicature in his 1975 work “Logic and Conversation” - the work known for the introduction of the Gricean maxims. Grice claimed that in conversation, speakers and listeners obey certain cooperative norms, and implicatures occur when these principles are disregarded or abused [26]. He proposed a broad Cooperative Principle as well as four maxims outlining how to be cooperative. He said that it is common knowledge that individuals typically follow these criteria for effective communication.

The four maxims that Grice came up with regulate and guide effective and cooperative communication in conversation. These maxims are designed to assist explain how individuals extract meaning beyond literal interpretation of words, taking the speaker's intentions and the context of the discourse into consideration:

- The maxim of quantity. This maxim indicates that speakers deliver the appropriate quantity of information for the discourse. They should neither supply more information than is necessary (over-inform), nor should they provide less information than is essential (under-inform). Speakers should be informed without being unduly verbose or confusing.
- □The maxim of quality. This maxim refers to the quality or veracity of information conveyed through conversation. Speakers must offer accurate and genuine statements. They should not state anything they consider to be untrue or for which there is insufficient evidence.
- □The maxim of relation. This maxim highlights the importance of relevancy. Speakers are required to give information that is pertinent to the existing discussion and helps it progress. This rule may be broken by irrelevant or unrelated statements.
- □The maxim of manner. This maxim focuses on the manner or style of communication. Speakers should strive for clarity, coherence, and brevity in their expressions. They should avoid ambiguity, excessive complexity, or unnecessarily obscure language.

It should be noted that the Gricean maxims are not hard laws, but rather principles that are frequently followed in discussion. Intentional or inadvertent violations or departures from these maxims can give rise to implicatures, which are inferences drawn from what is stated based on the assumption that the speaker is following these cooperative principles.

There may be an overlap between the maxims of quantity and manner in terms of the duration of what one says; this overlap may be justified by thinking of the maxim of quantity in terms of units of information. In other words, if the listener requires, say, five units of information from the speaker but receives less or more than the expected number, the speaker is violating the quantity maxim. The maxim of manner is violated, however, if the speaker provides the five needed pieces of information but is either too curt or too long-winded in delivering them to the audience [65]. Nevertheless, Grice's contributions set the groundwork for the study of implicature in pragmatics.

Quoting Stanford Encyclopedia of Philosophy, "the phenomenon whereby speakers mark linguistically the information that is presupposed or taken for granted, rather than being part of the main propositional content of a speech act is referred to as a **presupposition**" [7]. It represents information deemed background knowledge and required for the statement to make sense. Presuppositions can be linguistic or pragmatic in character, and they are frequently generated by language components or structures.

J.L. Austin in his 1962 book "How to Do Things with Words" helped to create and define presupposition as a pragmatic phenomena. Austin's understanding of language usage and the many illocutionary causes driving utterances established the framework for other linguists' studies on presupposition.

Throughout history, numerous linguists and philosophers have investigated the concept of presumption. The scientific study of presupposition in linguistics, on the other hand, began in the mid-twentieth century. Linguists such as Yehoshua Bar-Hillel, David Kaplan, and Hans Kamp contributed significantly to the understanding and

formalization of presupposition. They created ideas and frameworks for studying presupposition triggers, accommodation, and projection.

Both implicature and presupposition are important in determining the intended meaning of utterances and contribute to the pragmatic elements of language usage. They both require drawing conclusions and meaning from context, with implicatures being more contextually derived and presuppositions being background assumptions that impact the conversation.

The employment of implicature and presupposition is part of the linguopragmatic function of Verbal communication. Because implication and presupposition aid in the swift and accurate transfer of meaning, they are both essential for effective communication.

Interpersonal connection is largely reliant on Verbal communication. Contextual factors that commonly change the meaning of a message and go beyond the precise definition of words include the speaker's intent, the audience's expectations, and the social and cultural norms of the communication situation.

Additionally, the linguopragmatic function of Verbal communication is always evolving to keep up with societal changes. Changes in culture, societal norms, and technological developments may all have an impact on how language is used in a particular context. As a result, linguopragmatics study requires continuous observation of how language is used in our surroundings.

1.2 Linguistic Factors in Communication

The act of transmitting a message, idea, or sentiment through spoken words is known as Verbal communication. It entails the use of language, which is a set of symbols with widely acknowledged meanings within a certain culture or group [3]. Face-to-face talk, telephone chats, radio and television broadcasting, or recorded communications are all examples of Verbal communication.

One of the most important aspect of Verbal communication that can influence social dynamics and interactions between people and may harm the interlocutors' positive social worth or face is called FTSA, which stands for "Face-Threatening Speech Acts." In this context we understand the word *face* as a person's public self-image or social identity, and face-threatening speech actions as utterances that may question or imperil someone's positive or desirable self-image.

FTSAs might include requests, criticism, expressing disagreement, denying, or apologizing, all of which have the potential to cause the interlocutor face loss or damage. Social standards, cultural expectations, and the desire to preserve healthy social interactions are all factors that impact these activities.

The term "FTSA" can not traced to a single person. The notion of face-threatening activities and facework in communication arose from the work of sociolinguists Erving Goffman, Penelope Brown, and Stephen Levinson in the field of politeness theory. Penelope Brown and Stephen C. Levinson introduced the notion of Politeness theory, based on the concept of politeness, which is defined as attempts to restore a person's self-esteem or effectively assert good societal ideals in social interactions [11].

They investigated the concept of the face and the ways people use to handle face-related problems in social interactions. While many academics have contributed to our knowledge of face-threatening actions, it is a collaborative body of study rather than a single person's notion.

To address politeness as a response to reduce or prevent face-threatening activities such as requests or insults, the sociological notion of face is used. Positive and negative

faces, face threatening acts, methods for executing FTAs, and variables influencing strategy choices are all important components of the theory's framework.

Facework, as defined by sociologist Erving Goffman, refers to tactics that people use to preserve or improve their social face [24]. Goffman's work delves into the complexities of social interactions and how people regulate their self-presentation and impression management in face-to-face meetings. FTAs are essential in facework because speakers must strike a fine balance between expressing their goals and controlling possible face loss. Understanding how FTAs impact facework is critical for effective communication and excellent relationship maintenance.

Individuals utilize a variety of tactics to reduce the negative impact of particular speech actions due to their possible face-threatening character. Positive and negative face exist universally in human civilization, according to Brown and Levinson; it has been suggested that the concept of face is the true universal component to their proposed politeness theory [11].

Indirectness, mitigating language, politeness indicators, and hedging are examples of the positive face methods. Individuals use these language strategies to cushion the blow, save the recipient's face, and avoid potential confrontation.

A face threatening act is one that fundamentally harms the addressee's or speaker's face by acting in opposition to the other's goals and desires. Face threatening activities can be Verbal (using words/language), paraVerbal (conveyed by speech qualities such as tone, intonation, and so on), or Non-Verbal (facial expression, for example). Face-threatening activities are sometimes unavoidable in social encounters based on the rules of communication.

It is critical to acknowledge that the meaning and handling of FTAs differ among cultures and circumstances. Different cultures may have different rules for facial expressions, politeness, and proper communication approaches. It is critical to be aware of these cultural differences in order to avoid misinterpretation and potential offense.

FTSAs have far-reaching ramifications for Verbal communication, particularly in professional and multicultural settings. Understanding how to utilize and handle FTSAs effectively helps improve negotiation, dispute resolution, and relationship development. Furthermore, understanding FTSAs allows individuals to change their communication approach according on the unique circumstances and cultural norms.

A 2021 research conducted by Jun Yao, Jie Song and Yanan Sheng investigates how Chinese and Japanese persons express face-threatening speech acts in English emails in the context of business English as a lingua franca. The study employs a corpus-based technique to evaluate 147 English emails authored by Chinese and Japanese professionals.

The study showcases the importance of FTSAs in professional communication in international business contexts. It demonstrates that Chinese and Japanese speakers use distinct FTSA tactics, with Chinese speakers using more indirect approaches and Japanese speakers favoring direct ones [74].

Furthermore, the two groups' FTSAs differ, with Chinese speakers making more requests and Japanese speakers participating in more criticism and dispute. These discrepancies are linked to cultural and linguistic variables such as disparities in politeness rules and language patterns.

By understanding the nature of FTSAs, strategies for managing them, and their cultural and contextual influences, we can enhance our communication skills and build stronger interpersonal relationships.

Quite an interesting issue of Interjections and Language was brought up by Tim Wharton in his book *Pragmatics and Non-Verbal Communication*. In Chapter 4, Wharton uses elements of this new difference and his showing-meaning continuum to the analysis of interjections [70]. His main goal in this chapter was to address the following three questions: a) What do interjections convey? b) How do interjections convey information? c) Are interjections considered part of the language?

The author discusses the problems he finds in the conceptualist approach to the notion of Interjection:

1. difficulties in defining interjections,
2. their ambiguity,
3. their context-dependence,
4. their naturalness and spontaneity,
5. their lack of acceptable synonymous conceptual equivalents,
6. their non-truth-conditional character.

In one of the chapters Tim Wharton states that the question about what exactly interjections communicate requires different answers. He claims that interjections may denote a wide range of messages: emotional attitudes to propositions, feelings, or sensations [70].

While trying to determine whether interjections are part of language, the author finds that interjections are such a diverse group that an adequate explanation cannot be provided.

1.3 Paralinguistic Features in Communication

Body language, facial expressions, gestures, tone of voice, and other Non-Verbal clues are examples of Non-Verbal communication. It is the process of delivering and receiving information without the use of spoken language, and it is frequently used in interpersonal communication since it may express emotions, attitudes, and social indications. Non-Verbal communication may supplement, contradict, or replace Verbal communication, and it is a crucial part of human communication that can have a significant impact on the success of interpersonal relationships.

Edward T. Hall, who researched the function of culture in communication and popularized the term "proxemics" in his book "The Hidden Dimension" [28]. Non-Verbal communication relates to body language, facial expressions, and other non-linguistic clues, whereas Verbal communication refers to the use of words.

Non-Verbal communication tactics are vital instruments for improving mutual understanding among participants in internal BELF (British English as a lingua franca) sessions. Expert users of BELF may efficiently manage the communication process by applying Non-Verbal communication tactics, carefully negotiating cultural and language variances that may develop.

Furthermore, Non-Verbal communication tactics not only supplement Verbal communication but can convey complex ideas and attitudes that may be difficult to explain with words alone. They offer another layer of subtle communication, allowing non-linguistic clues to be sent and increasing the overall efficacy of the message.

The study conducted in 2020 by Seval Birlik and his team stresses the need of training in Non-Verbal communication tactics for BELF experts. Developing expertise in these tactics is critical for increasing communicative effectiveness and facilitating successful workplace relationships [8]. Professionals may improve their capacity to express messages properly, adapt to varied cultural situations, and create relationships with colleagues by refining their Non-Verbal communication abilities, resulting in more productive and peaceful work environments.

Another intriguing study aimed to examine the impact of speech rate on crowdfunding performance, specifically investigating whether slower or faster speech rates would lead to higher rates of funding success. Participants in the study were asked to prepare a pitch video for a fictitious crowdfunding campaign, and their speech speeds were altered to be slow, normal, or rapid.

According to the study's findings, slower speech rates were connected with greater rates of funding success compared to both normal and rapid speech rates [73]. This shows that modulating speech pace might be a simple yet effective way to improve crowdfunding performance, particularly for presenters attempting to project trustworthiness and experience.

Tim Wharton's book "Pragmatics and Non-Verbal Communication" investigates the link between pragmatics, which is the study of language usage in context, and Non-Verbal communication. It investigates how Non-Verbal clues including as gestures, facial expressions, body language, and tone play an important part in communicating meaning and comprehension beyond the words themselves [70].

Tim Wharton delves into the notion of code as interpreted by semiotics and the social sciences and contends that certain actions, such as smiles, have factual significance, suggesting something about their makers and sending signals without regard for the intentions of their producers. While certain natural behaviors can be purposefully manufactured or exaggerated, he concedes that they nevertheless serve as indicators owing to their adaptive roles.

Wharton then discusses the difference between signs and signals, highlighting that human natural behaviors such as smiles developed as signaling activities since they convey or imply meaning. Shivering, on the other hand, functions more as a natural indicator with no signaling capabilities. He says that while human natural signals do entail some coding since they elicit distinct mental or emotional states in communicators, their understanding is also aided by inferential processes [70].

Two other things that Tim Wharton looks into in his book are prosody and gesture. Wharton describes prosodic inputs as ranging from natural to linguistic and interacting with information from diverse sources. They communicate emotional or behavioral information, establish impressions, and alter the prominence of interpretations. Prosody interacts with lexical elements to refine their meaning, and unexpected stress patterns might result in different interpretations.

He contends that lexical stress, lexical tone, and grammaticalized features of phrase stress and intonation store procedural or non-translational information. They aid in the retrieval of particular types of syntactic, semantic, or conceptual representations and interact with other linguistic, natural, and natural sign signals.

Paul Ekman is a well-known psychologist who has conducted substantial study on facial expressions and their relationship to emotional states. One of his well-known books on the subject is "Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life."

In his 2003 book "Emotions Revealed," Ekman investigates the universality of facial expressions and how they might be utilized to recognize and interpret emotions across cultures. He introduces his important face Action Coding System (FACS), a comprehensive approach for monitoring and evaluating face motions and expressions scientifically [21].

The book digs into several emotions, such as happiness, sorrow, rage, fear, surprise, and disgust, and discusses the distinct facial expressions associated with each. Ekman gives thorough explanations, photos, and real-life examples to assist readers in correctly recognizing and interpreting these expressions.

Furthermore, "Emotions Revealed" addresses other Non-Verbal clues, such as body language, gestures, and voice tone, that contribute to our comprehension of emotions and communication. Ekman investigates the function of emotions in personal relationships, business interactions, and daily life, emphasizing the need of emotional awareness and successful emotional communication.

Conclusion to Chapter 1

Verbal and Non-Verbal communication commonly blends the two to communicate meaning. Verbal communication is frequently strengthened and supported by Non-Verbal cues. A speaker may, for example, use hand gestures or specific facial expressions to emphasize a point they are making with their words. When a speaker says one thing while also communicating a different meaning through their tone of voice, for example, Non-Verbal cues may clash with Verbal communication at other times.

On top of that, considerable context and cues from Non-Verbal communication can be used to understand spoken communication. It can be inferred that someone is not being serious when they grin while being sarcastic, but that they are frightened or unhappy when they frown.

Furthermore, research has shown that Non-Verbal communication can have a greater impact on message receipt and interpretation than Verbal communication alone. This is because Non-Verbal signals, which are typically more immediate and emotive than Verbal cues, can have a greater impact on how a message is understood.

A speaker could, for instance, use a certain voice tone or gesture to emphasize a point or communicate sarcasm. Sometimes, Non-Verbal and Verbal communication might even be at odds with one another, leading to misunderstanding or confusion. It's essential to comprehend how Verbal and Non-Verbal clues relate to one another in order to communicate effectively.

The link between Verbal and Non-Verbal signals in communication has been the subject of research in many fields, including psychology, anthropology, and linguistics. For instance, research has been done in psychology on how Verbal and Non-Verbal cues relate to emotional expression and deception detection. Anthropologists have looked at how Non-Verbal cues like gestures and facial expressions are used to communicate across cultural boundaries. Studies in linguistics have examined how tone and prosody influence the expression of meaning and emotion.

Non-Verbal communication is crucial to linguopragmatics because it provides additional cues that may be utilized to express meaning and purpose. Non-Verbal communication includes things like body language, facial expressions, eye contact, and other non-linguistic cues. Non-Verbal communication is crucial for expressing emotions and attitudes, emphasizing or clarifying spoken language, and managing the flow of conversation.

For instance, a simple grin or head nod might convey agreement, but a frown or crossed arms can indicate defensiveness or dissent. Non-Verbal cues can also be used to support or emphasize Verbal information, such as using hand gestures to support a point during a speech.

Another topic of interest for the Linguopragmatics scholars is the way that culture and social stratification and hierarchy affect the way we communicate. This carries an implication that, for instance, cultural variations in Non-Verbal communication can and quite often do impact intercultural dialogue.

Different cultures and environments may employ Non-Verbal communication differently, and social and cultural norms can also have an impact.

The use of Non-Verbal communication can also help build rapport and trust in interpersonal encounters. This is because Non-Verbal clues may convey sincerity and authenticity, both of which are essential for developing credibility and trustworthiness.

Face-Threatening Speech Acts are an integral part of Verbal communication. They involve speech acts that may pose a potential threat to an individual's social face and require careful consideration and management. In order to effectively communicate, both Verbal Non-Verbal cues are necessary.

Understanding the environment in which Non-Verbal communication takes place, the impact of social and cultural norms, and the myriad ways in which Non-Verbal signals can convey meaning are essential to reading and using Non-Verbal communication effectively.

II. The implementation of Linguistic and Paralinguistic cues in television

2.1 The history of TV interviews as a media genre and its peculiarities

The earliest TV interviews were performed in the 1940s and 1950s, and they were generally serious and formal in nature [25]. Some of the genre's early pioneers include Edward R. Murrow, who presented "Person to Person," and David Susskind, who hosted "Open End." These early interviews frequently addressed politics, culture, and social concerns.

Because television was still a relatively new medium, the early days of TV interviews were fraught with exploration and discovery. TV interviews in the 1940s and 1950s were often done in a serious and formal manner, with a focus on news and current affairs.

The early days of TV interviews were crucial in the evolution of the genre, and they had a huge influence on how we think about and consume media. The capacity of early TV interviews to bring people closer to their favorite celebrities and public leaders was one of their most important accomplishments. Prior to the invention of television interviews, most people had little access to the private lives of celebrities and other prominent people. TV interviews revolutionized this by allowing viewers to gain insight into the personal lives and personalities of their favorite celebrities. This contributed to the development of a sense of closeness between viewers and celebrities, as well as the establishment of the TV interview as a kind of entertainment in its own right.

Another significant component of the early TV interviews was their influence on how we think about journalism and the media. TV interviews were among the first types of broadcast journalism, and they contributed to the notion that television could be a genuine source of news and information. As the genre progressed, it got more serious and intellectually rigorous, and it began to cover a broader variety of subjects and concerns.

Finally, the early TV interviews influenced how we think about media consumption and audience participation. TV interviews were among the first kinds of media to allow viewers to participate with the program in real time via phone calls and other interactive elements [9]. This helped to establish the idea that media could be a two-way conversation, and helped to create a more engaged and participatory audience.

Overall, the early days of TV interviews were crucial in the genre's evolution, helping to establish the TV interview as a genuine and vital form of media. They also influenced how we think about media consumption and audience involvement, and they created many of the standards and conventions that continue to characterize the genre today.

The early days of TV interviews were distinguished by a number of essential aspects that contributed to develop and define the genre. Early-morning TV interviews would often contain the following elements:

a. Formality: In the early days of television, interviews were typically highly formal, with an emphasis on serious themes and concerns of public importance. Interviewers were frequently regarded as authoritative characters, and their questions were intended to elicit useful and insightful replies from their guests.

b. Studio-based: In the early days of television, interviews were often performed in a studio format, with a single camera and a small number of guests. This gave the interviewer more control over the production and guaranteed that the focus stayed on the interaction between the interviewer and the guest.

c. One-on-one format: Early television interviews were frequently conducted in a one-on-one style, with a single interviewer speaking to a single guest. This structure allowed for a more intimate and in-depth discussion, as well as the establishment of a personal connection between the speaker and the audience.

d. Live broadcasts: Many early-morning TV interviews were carried live, adding an element of excitement and unpredictability to the proceedings. This also enabled live audience engagement, such as phone calls and viewer polls.

e. **Emphasis on public figures:** Early-day TV interviews frequently centered on public people such as legislators, professors, and cultural leaders. These interviews were intended to give insights into significant people's ideas and beliefs, as well as to stimulate public debate and discussion.

The early-day television interview was a highly formal and regulated genre, distinguished by a one-on-one format, studio-based production, and a concentration on serious themes and important persons. While the genre has developed greatly since its inception, many of its core characteristics continue to influence how TV interviews are produced and received today.

Edward R. Murrow, who presented "Person to Person" from 1953 to 1961, was a pioneer of TV interviews. Murrow interviewed celebrities and officials at their homes, offering viewers an insight into their personal lives. Murrow was recognized for his serious and analytical approach to interviewing, and his show was essential in establishing the television interview as a respectable form of journalism [50]. Marilyn Monroe, Frank Sinatra, and John F. Kennedy were among the renowned visitors on the show [48].

The adoption of the split-screen approach in "Person to Person" was one of the show's significant breakthroughs, allowing viewers to see both the interviewer and the interviewee at the same time. This gave the interviews a more intimate feel and contributed to the TV interview's acceptance as a credible form of journalism.

Murrow was regarded for his serious and analytical approach to interviewing, and his program was vital in establishing the television interview as a serious and important genre. He was also a forerunner in the use of live broadcasting, which gave an element of surprise and excitement to the interviews.

Aside from his work on "Person to Person," Murrow was a pivotal role in the evolution of broadcast journalism in general. He was a well-known news anchor and pundit, and his coverage of events like as the McCarthy hearings influenced how Americans saw politics and the media.

All things considered, Edward R. Murrow and his show "Person to Person" were influential in the evolution of TV interviews, helping to establish the genre as a viable form of journalism and entertainment.

David Susskind, who presented "Open End" from 1958 to 1967, was another influential personality in the early days of television interviews [6]. Susskind's show, recognized for its serious and intellectual tone, included in-depth interviews with politicians, authors, and other significant personalities. Susskind was also one of the first television producers to recruit African-American guests and debate civil rights topics on his show, opening the door for more diversity in television interviews. Martin Luther King Jr., Malcolm X, and Truman Capote were among the noteworthy guests on the show [55].

"Open End" was notable for its use of long-form interviews, which allowed guests to dive deeply into their themes. Susskind was also recognized for his rigorous and inquisitive interview technique, which compelled participants to consider their ideas and viewpoints in depth.

Aside from his work on "Open End," Susskind was a key player in the television business. He was a prolific producer, and his business produced a wide range of television programming, including dramas, comedies, and documentaries.

As television grew in popularity, the emphasis of interviews altered to incorporate more celebrity and entertainment-related topics. Interviews with actresses, artists, and other celebrities made shows like "The Tonight Show" with Johnny Carson and "The Dick Cavett Show" popular.

The increase of celebrity interviews has happened in tandem with the expansion of celebrity culture in the twentieth and twenty-first centuries. As celebrities gained prominence in popular culture, their interviews became an important aspect of media coverage. Fans began to devour celebrity interviews as a kind of entertainment and a method to acquire insights into their personal lives and personalities.

Johnny Carson was a television legend who had a huge impact on both the late-night talk show format and the television business as a whole. From 1962 through 1992, his show "The Tonight Show Starring Johnny Carson" redefined the late-night talk show genre and established the pattern for what it would become [62].

Carson's incredible 30-year run as host of "The Tonight Show" showcased his ability to engage and sustain a big audience over time. This degree of consistency and endurance was unmatched, demonstrating the capacity of a compelling presenter to connect with viewers.

Carson had a natural ability to relax people, engage in amusing conversation, and ask probing questions. His genuine interest and ability to listen made his interviews engaging and interesting. Carson's interviewing approach set a high standard for talk show hosts and impacted subsequent generations.

"The Tonight Show" evolved become a showcase for up-and-coming comedians and artists. Carson's support and invitation to perform on his program frequently began careers, and being allowed to sit next to him on the sofa was regarded as a huge breakthrough for many young artists.

Carson's program had a huge influence on popular culture. His monologues, skits, and recurrent characters became famous and were frequently discussed and mimicked among the viewers. Carson's influence expanded beyond late-night television, infiltrating wider cultural discussions and influencing the entertainment industry as a whole.

Carson's popularity on "The Tonight Show" placed him as one of television's most powerful characters. His thoughts and recommendations were influential, and he helped shape the careers of numerous performers. Carson had an impact on network decisions such as programming and guest reservations.

Johnny Carson's influence on the television business cannot be emphasized. His extraordinary hosting abilities, ability to highlight talent, and long-lasting cultural

influence have left an indelible stamp on the late-night talk show genre and the television landscape in general.

The "Dick Cavett Show" had a considerable impact on television history, notably in the domain of talk shows and interviews. The show, hosted by Dick Cavett, aired from 1968 to 1975 and featured Cavett's distinct interviewing technique and cerebral approach to dialogue.

The ability of Cavett to attract a varied spectrum of guests, including not just celebrities but also notable personalities from politics, literature, and academia, was one of the fundamental features that set the "Dick Cavett Show" distinct. Guests on his show included Muhammad Ali, John Lennon, Katharine Hepburn, and Salvador Dal, among many others [56].

Cavett was well-known for his intelligence, humor, and conversational abilities, which enabled him to hold more substantive and in-depth talks with his visitors. Unlike some of his colleagues, Cavett's interviews frequently went beyond surface-level banter, delving into political, cultural, and social issues.

The format and presentation of the "Dick Cavett Show" were also noteworthy. Cavett's interviews had a more casual and intimate feel to them, with lengthier portions with guests allowing for more in-depth talks. He also used comedy and spontaneity to create a comfortable and engaging environment for both guests and viewers.

Furthermore, the "Dick Cavett Show" was known for discussing current social and political topics. Cavett was not hesitant to approach contentious themes and question his guests' points of view, transforming his show into a forum for free communication and debate.

The show's influence lasted beyond its first airing, since it is still acknowledged and acclaimed as a standard in the talk show genre. Cavett's interviewing technique and willingness to cover a wide range of topics impacted future generations of talk show hosts.

The "Dick Cavett Show" made an indelible mark on television history by raising the talk show format to a more cerebral and thought-provoking level. Cavett's interviewing abilities, ability to attract a varied variety of guests, and willingness to engage with difficult themes all added to the show's prominence and cemented Cavett's position in television history.

The advent of social media and internet platforms has left an imprint on modern celebrity interviews as well. Celebrities may now engage directly with their followers via social media channels, blurring the distinction between traditional media interviews and more casual, self-promotional material. Celebrities are frequently able to generate major media coverage merely by publishing stuff on their social media platforms, completely bypassing established media venues.

The celebrity interview's ascent reflects the changing character of celebrity culture and the media industry. As media channels expand and new technology arise, the celebrity interview is likely to remain a significant aspect of popular culture and media coverage.

Over the years, technological advancements have had a huge influence on TV interviews. With the advent of live broadcasts, satellite feeds, and video conferencing, interviews may now be conducted in real time from anywhere in the globe. Furthermore, with the growth of social media and the internet, interviews may also be shared and seen online, boosting their reach and importance.

The project "The Interviews: An Oral History of Television" aims to collect and preserve firsthand stories and experiences of prominent people in the television business [58]. It is an ongoing project to record the history of television through interviews with those who have had a significant impact on the medium.

The Television Academy Foundation (previously known as the Archive of American Television) launched the initiative in 1997. The organization recognized the value of preserving the memories and insights of television pioneers such as performers, writers, directors, producers, and others.

"The Interviews" initiative conducts in-depth interviews with these individuals on a variety of themes, including their careers, contributions to television, behind-the-scenes experiences, and observations on the medium's growth. Experienced interviewers conduct the interviews, delving into the participants' personal experiences and viewpoints [57].

The project provides a comprehensive and diverse resource for researchers, historians, and fans interested in understanding the history of television as a medium by recording the personal tales and thoughts of industry veterans.

The initiative has gathered a large collection of video interviews, which are made accessible for educational and research reasons. These interviews give vital personal descriptions of the growth of the television business, its cultural effect, and the creative processes behind some of television's most renowned series [59].

The project is still conducting new interviews and expanding its collection, ensuring that the oral history of television remains an important and lasting resource for studying the medium's past and guiding its future.

The utilization of live satellite feeds is one of the significant technological breakthroughs that has altered the TV interview. Live satellite broadcasts enable interviews between individuals in various regions of the world to take place without the need for travel. This has expanded the genre's potential by allowing more varied and global voices to be included in interviews.

Another significant technical advancement has been the introduction of digital recording and editing. Digital recording has simplified the capturing and editing of interviews, allowing for more sophisticated and dynamic productions. This has allowed interviewers to experiment with other formats, such as multi-camera setups and on-location interviews, and has allowed for greater creative innovation.

The advent of social media and internet platforms has also had an influence on TV interviews. Through features like live-tweeting and Facebook Live, social media has made it simpler for viewers to interact with interviews in real time. This has opened up

new avenues for participation and involvement, as well as making interviews more accessible and democratic.

Finally, improvements in artificial intelligence and machine learning are expected to have a substantial influence on television interviews in the coming years. These technologies may make it simpler for producers to find attractive speakers and themes, as well as aid in the automation of interview production in new and inventive ways.

Overall, technology has had a significant influence on the TV interview genre. Technological advancements have created new opportunities for interviews in terms of format, substance, and accessibility, and they are likely to change the genre in exciting new ways in the future.

While TV interviews remain a popular genre, they confront various obstacles in today's media world. One of the most significant concerns is the growth of "fake news" and the growing distrust of media outlets. Furthermore, the explosion of social media and online material has made it increasingly difficult for TV interviews to stand out and remain relevant.

2.2 The importance of Verbal and Non-Verbal cues in TV broadcasting

Verbal and Non-Verbal clues are important in TV broadcasting because they assist convey meaning, improve communication, and raise viewers` interest. Verbal signals are critical in communicating information, ideas, and narratives to an audience. In television broadcasting, they are the major ways of conveying material and messages. Verbal communication that is clear and articulate is vital for ensuring that the intended information is effectively delivered and comprehended by the audience.

Non-Verbal clues such as facial expressions, gestures, body language, and tone of voice all add to TV broadcasting's emotional effect. They aid in conveying the presenters', performers', or interviewees' moods, feelings, and attitudes. Non-Verbal signals can improve the delivery of comedy, suspense, empathy, or seriousness, making the viewing experience more engaging and impactful.

Non-Verbal clues are very important in television narrative. Camera angles, composition, lighting, and set design all contribute to setting the mood, establishing context, and conveying message without depending only on vocal communication. A scene's or a subject's visual presentation might elicit emotions, convey symbols, or give visual cues that enrich the narrative.

Non-Verbal and Verbal signals are critical for engaging the audience and keeping their attention. Presenters and performers that use gestures, eye contact, and facial expressions successfully may connect with the audience and make the topic more approachable and engaging. Verbal communication that is engaging and articulate keeps the listener informed, engaged, and connected to the material being conveyed.

Non-Verbal and Verbal clues assist the audience in interpreting and comprehending the messages being given. Non-Verbal signals give context, accentuate certain points, or provide indications for the listener to comprehend the intended meaning. Verbal signals, on the other hand, convey clear information and aid in the clarification of difficult concepts or ideas.

Stuart Hall's article "Encoding and Decoding in the Television Discourse" is a landmark work in media studies that examines how television messages are produced, delivered, and received by viewers. The 1973 essay established Hall's influential model of encoding and decoding, which has had a long-lasting influence on media theory and analysis [30].

Hall's work is significant because it provides a theoretical framework for understanding how meaning is generated and contested in the context of television communication. According to Hall, producers encode television messages with prevailing ideologies, values, and cultural meanings, and viewers subsequently decode or interpret these messages depending on their particular social, cultural, and individual contexts.

Stuart Hall argues in "Encoding and Decoding in the Television Discourse" that television is more than just a neutral way of communicating information; it is a powerful ideological force that works to alter people's ideas of the world. He also mentions that the decoding process is not always clear, and that audiences may engage in a variety of actions ranging from simple acceptance to outright rejection of the encoded information.

Hall's encoding and decoding paradigm understands that television scripts do not have a single, fixed interpretation. Instead, the meaning is the outcome of a complicated process involving the interplay of the encoded information and the audience's decoding techniques. He defined three broad positions for decoding:

1) Dominant-hegemonic decoding: In the dominant-hegemonic decoding posture, the audience reproduces and completely accepts the intended meaning and prevailing ideology embedded in the television text. The producers' chosen reading is shared by the audience.

2) Negotiated decoding: Negotiated decoding occurs when the audience recognizes and comprehends the prevailing meaning while simultaneously incorporating their own

social and cultural viewpoints into the interpretation. They may accept portions of the message while debating other or opposing interpretations.

3) Oppositional decoding: Oppositional decoding entails a total rejection or disagreement to the prevailing meaning and ideological viewpoint encoded in the text. The message is interpreted by the audience in a way that questions or opposes the intended reading.

Hall's encoding and decoding paradigm emphasizes the audience's agency in understanding and constructing meaning from television messages. It stresses how the decoding process is impacted by individual experiences, cultural backgrounds, and social settings rather than being passive or homogeneous. The model explains how diverse audiences receive television messages, leading to a more sophisticated understanding of the complexity of media reception and meaning negotiation.

Sven Ross proposed a more sophisticated typology of the Encoding/Decoding Model, consisting of nine variations of encoding and decoding positions, while providing methods to modify Hall's typology of the Encoding/Decoding Model. He noted that the extended version does not entail changing the original model, but rather allowing the model to function in a new way [51].

Despite the critique, numerous researchers and theorists have used Hall's encoding/decoding approach in their research, particularly in cultural studies and audience reception. David Morley, for example, used it in his research of how different social groups viewed a television show [44].

John Fiske also agrees with Hall that audience consists not only of passive viewers, but also from active participants. Actions such as fan fiction, fan videos, fancommunities, and active agitation for change on screen allow viewers to not only absorb but also actively participate with the content in issue [22].

"Encoding and Decoding in the Television Discourse" has had a substantial influence on media studies, giving a good framework for evaluating television message

generation, distribution, and reception. It has helped to improve our knowledge of how audiences interact with media texts and how meaning is produced.

The concept of a "active audience" refers to the idea that audience members actively participate with and interpret the material they receive rather than being passive recipients of media messages. Talk shows are a venue where the active audience dynamic is most noticeable [35].

Phone-ins, live studio audiences, social media engagements, or encouraging audience members to ask questions or voice their ideas are all ways that talk programs promote audience participation. Through their participation, audience members may become active participants in the talk show, directing the direction of debates and impacting the content.

The engaged audience in talk programs can play a variety of communicative roles [34]. They may provide criticism, personal experiences or knowledge, voice opinions, confront the guests or hosts, or even become part of the show's entertainment value. Their emotions, such as applause, laughing, or vocal replies, can create a dynamic environment that affects the tone and energy of the performance.

Active audience participation benefits talk shows by adding authenticity, diversity, and a feeling of immediacy to the topic. The thoughts and emotions of the audience might reflect larger cultural attitudes and spark spirited debates. Because viewers may relate to one other's experiences or opinions, the participatory element of talk programs develops a sense of community among them.

Furthermore, talk shows frequently use audience ratings and comments to determine the success and relevancy of their material. This feedback loop enables producers and hosts to better respond to audience interests, ensuring that the show remains entertaining and sensitive to the demands of viewers.

The interactive TV shows showcase quite an interesting communication model. We'll take the genre of TV talk show therapy as an example. The phrase "TV talk show therapy" refers to a specific sort of therapeutic engagement that takes place on

television in the framework of a discussion show. While no one person is credited with coining the phrase, it evolved as a result of the intersection of therapeutic discourse and the traditions of talk show television.

Because of the rise of talk programs with therapeutic components, TV talk show therapy has become a recognized topic in the fields of media studies and popular culture. A therapist or counselor often engages in a dialogue with a visitor seeking aid or direction, frequently in front of a live studio audience. This style seeks to give the guest with support, counsel, and psychological insights while also amusing and educating the audience.

The cultural relevance of placing regular people on television is that the viewer is seen as a regular citizen, with the right to make decisions and the information- facts from everyday experience - on which judgments are founded. Audience discussion programs give a forum for everyday experiences to be pooled as the basis for a decision [34].

The idea of combining therapy with talk show format has developed through time, driven by a variety of variables such as cultural changes, media trends, and the growing need for mental health awareness and services. As a result, several talk show presenters, producers, and therapists have helped to develop and popularize this type of television programming.

A 2008 essay by Xiaoping Yan called TV talk show therapy as a distinct genre of discourse investigates the creation of TV talk show therapy (TTST) as a separate genre of discourse as a result of the confluence of therapeutic practices and chat show television norms.

TTST is distinguished as a novel kind of therapeutic contact in which a therapist and a guest converse in front of a live studio audience. The presence of a therapist performing a therapeutic role, a visitor who generally seeks treatment, and a live studio audience that serves as witnesses and occasionally actively participates in the therapy session are identified as three fundamental aspects of TTST.

The paper dives into TTST's therapeutic effectiveness, stressing its potential to alleviate mental health stigma and improve knowledge about the advantages of therapy [72]. TTST may personalize mental health topics and offer viewers with a relevant viewpoint by presenting genuine tales and difficulties. TTST has the ability to reach a large audience and promote empathy and understanding through this medium.

However, the study raises concerns about the potential for TTST to be exploitative or to oversimplify complicated mental health issues for amusement purposes. It is critical to find a balance between entertaining and an accurate representation of therapy. Producers, therapists, and visitors must all think about ethics and guarantee that the therapeutic integrity of the process is not jeopardized.

Finally, the essay argues that TTST is a distinct and significant genre of discourse that arose in reaction to the changing media landscape and the growing need for mental health services in popular culture. TTST provides a forum for healing, destigmatization, and public education by integrating components of therapy and talk show TV. Nevertheless, navigating the possible difficulties is critical to ensuring that TTST remains a responsible and successful medium for spreading mental health awareness and support.



2.3 The role of Verbal and Non-Verbal Components in asserting Epistemic Authority of a TV interview

Television interviews are a popular kind of media discourse in which people share their knowledge, skills, and opinions on a variety of issues. In this environment, asserting epistemic authority—establishing credibility and expertise—is a critical part of effectively communicating a message. The Verbal and Non-Verbal components of a TV interview play critical roles in expressing epistemic authority, affecting how viewers perceive and evaluate the interviewee's trustworthiness [10].

The spoken language and discourse used during a TV interview are considered Verbal components. They contribute to the assertion of epistemic authority in a variety of ways:

- **Content Knowledge:** The capacity of the interviewee to deliver precise and thorough knowledge on the subject displays their competence. Their apparent authority is enhanced by clear articulation, the use of pertinent vocabulary, and depth of knowledge.
- **Confidence and Clarity:** The tone, delivery, and confidence in the interviewee's replies all contribute to the claim of epistemic authority. A confident and secure posture boosts credibility perception.
- **Supportive Evidence:** The interviewee's epistemic authority is strengthened when assertions are supported by evidence, examples, or connections to reputable sources. Having a solid foundation of supporting data promotes credibility.
- **Logical Reasoning:** Using clear and logical reasoning aids in the establishment of authority. The capacity to convey well-organized ideas and coherent explanations improves the sense of expertise.

Non-Verbal components, such as facial expressions, gestures, body language, and voice intonation contribute significantly to the assertion of epistemic authority by complementing and enhancing the linguistic components [64]. These include:

- **Eye Contact:** Maintaining direct eye contact with the interviewer and the camera fosters a sense of connection and sincerity, which improves the perception of credibility and authority.
- **Body Language:** Standing or sitting erect, with a confident and open body position, displays power. Engaging gestures that stress essential topics might help the interviewee's trustworthiness even further.
- **Facial Expressions:** Genuine and appropriate facial expressions might help to strengthen an interviewee's conviction and sincerity. Expressions of enthusiasm, concern, or empathy can boost authority and authenticity.
- **Vocal Modulation:** Using a variety of voice tones, emphasizing essential points, and stopping appropriately all help to project competence and authority. The impact and persuasiveness of the interviewee's words are enhanced by a well-modulated voice.

To portray a credible picture of knowledge, interviewers must master both Verbal and Non-Verbal communication skills. Similarly, viewers must critically analyze the integration of these components in order to judge the interviewee's trustworthiness and epistemic authority. Both interviewers and viewers may engage in more meaningful and informed discussions during TV interviews if they understand and appreciate the significance of Verbal and Non-Verbal components in exerting epistemic authority.

The article "How Verbal-Non-Verbal consistency shapes the truth" by Leanne ten Brinke and Max Weisbuch investigates the influence of people's Verbal and Non-Verbal communication on how others view them and their honesty.

According to their research people are more likely to think someone is speaking the truth when their Verbal and Non-Verbal signs match, according to research [54]. Several studies were brought up in the paper, including one instance when the researchers found out that when an utterance was accompanied by Non-Verbal indicators such as tears, the focus group was more likely to deem the utterance as genuine.

A similar experiment was conducted by Weisbuch and his team yet another time, but that time the participants in two experimental sessions were recorded during interpersonal interactions. In both studies, judges with access to only transcripts or silent videos rated participants with respect to emotions (Study 1) or interpersonal concern (Study 2). Other judges—with access to the original video with the sound - rated participants' likeability. Likeability was connected with consistency across Verbal (transcript) and Non-Verbal (silent video) channels [69].

The research paper also emphasizes the influence of societal norms in shaping people's judgments of sincerity. Individuals are more likely to be perceived as truthful when their Verbal and Non-Verbal behavior fits to society norms. Adherence to these standards improves credibility and builds confidence.

Weisbuch and ten Brinke also came to the conclusion that competent communicators use the consistency of Verbal and Non-Verbal clues. They may purposefully use Non-Verbal clues to boost their credibility or deceive others. This demonstrates the complexities of the interaction between Verbal and Non-Verbal communication.

Their article "On Being Consistent: The Role of Verbal-Non-Verbal Consistency in First Impressions" emphasizes that when a person's Verbal and Non-Verbal actions are consistent, it leads to more favorable first impressions. Consistency in communication conveys honesty, sincerity, and dependability, all of which are key components in creating favorable impressions.

According to the studies described in the article, people who exhibit consistent Verbal and Non-Verbal signs are seen as more trustworthy, competent, and pleasant. This consistency develops credibility and fosters trust, both of which are critical in first meetings.

Furthermore, the essay investigates the function of Non-Verbal clues such as body language, facial expressions, and vocal tone in molding perceptions. These cues can

supplement and reinforce the spoken information, improving the receiver's overall impression.

Inconsistencies between Verbal and Non-Verbal conduct, according to the report, might lead to bad perceptions. Inconsistent cues can cause uncertainty, doubt, or a sense of dishonesty, diminishing the individual's perceived credibility and trustworthiness.

Understanding the significance of Verbal-Non-Verbal consistency in making first impressions is useful in a variety of social circumstances, such as job interviews, business negotiations, and personal relationships. It emphasizes the importance of people aligning their words and Non-Verbal clues to create a consistent image that encourages good perceptions.

Due to one of the chapters of our research paper being focused on the deception tactics and manipulation we wanted to incorporate the study titled "Verbal and Non-Verbal Communication of Deception" by Miron Zuckerman in our work. There Zuckerman examines the communication patterns associated with deception and the cues that can indicate deception in both Verbal and Non-Verbal behavior.

Zuckerman's study emphasizes the significance of linguistic clues in deceit. It investigates language patterns and traits that can be used to detect dishonesty, such as greater hesitations, speech faults, inconsistencies, and the use of fewer self-references. These Verbal clues may indicate an attempt to deceive or conceal the truth.

The study also investigates the relevance of Non-Verbal clues in detecting deceit. It includes behaviors such as avoidance of eye contact, fidgeting, changes in body posture, and false facial expressions. These Non-Verbal clues are frequently unintentional and can give crucial insights about a person's honesty. Zuckerman, on the other hand, highlights the significance of taking into account environmental elements, individual variations, and the ability of expert deceivers to disguise or adjust their indications: 'a smiling sender may cause a suspicious perceiver to become more suspicious and a trusting perceiver to become more trusting' [75, p.23].

Still, it is important to remember that our perception of other people`s gestures, facial expressions, tone of voice, etc. is subjective.

The pseudoscientific techniques in Non-Verbal communication analysis, particularly in security and judicial situations, sound less than plausible [19]. When investigating Non-Verbal communication, one needs to partake in evidence-based research, using legitimate procedures, and conducting peer-reviewed studies to ensure accurate and dependable results [18].

The article "The Analysis of Non-Verbal Communication" debunks various prevalent fallacies and faulty methodologies in Non-Verbal communication analysis, such as body language "signs of deception" and universal facial expressions. It cautions against over-generalization and uncritical adoption of these strategies as reliable predictors of truth or deception [20].

As an example we can take a popular belief that liars tend to act nervously, which might include fidgeting on the spot, avoiding eye contact, stammering or excessively sweating. In reality, everything aforementioned also describes a person with anxiety disorder [66]. Thus comes the conclusion - subjective perceptions of objective reality can not be considered factual.

And yet on the other side there is Paul Ekman and his pioneering work "Telling Lies: Clues to Deceit in the Marketplace, Politics, and Marriage", where he investigates the subtle nature of deceit and gives vital insights into the detection of lying. Ekman discovers the hidden indicators and Non-Verbal cues that might disclose dishonest behavior in diverse circumstances using extensive study and real-life experiences.

This book dives into the difficulties of deception in three major domains: business, politics, and marriage [23]. Ekman uses convincing facts and case studies to show how people use deceptive methods in many domains to manipulate, gain an advantage, or disguise their genuine intentions.

The possible indicators of deceit:

1. Facial Microexpressions: 1. Ekman highlights the relevance of microexpressions, which are transient facial expressions that occur within fractions of a second. These unintentional reactions can reflect actual sentiments that contradict what is said:

- ✓ Fear: A brief, wide-eyed expression with raised eyebrows, tightened eyelids, and a slightly parted mouth.
- ✓ Surprise: A momentary widening of the eyes with raised eyebrows and a slight drop of the jaw.
- ✓ Anger: An intense, fleeting narrowing of the eyes, with a wrinkled forehead and lips pressed together.
- ✓ Disgust: A brief, subtle curling of the upper lip and wrinkling of the nose.
- ✓ Contempt: A slight, one-sided curling of the mouth, often accompanied by a raised corner of the lip.
- ✓ Happiness: A quick, symmetrical raising of the cheeks and the corners of the mouth, often accompanied by crow's feet around the eyes.
- ✓ Sadness: A momentary downward pull of the corners of the mouth, sometimes accompanied by a drooping of the lower eyelids.
- ✓ Surprise: A brief, sudden widening of the eyes with raised eyebrows and an open mouth.

It's safe to note that while a lot of scientists vary of the idea that analyzing facial expressions and body language can be used as an indicator for deceit, Ekman's work on microexpressions has made substantial contributions to the fields of emotion identification and lie detection, and his findings have been widely implemented in law enforcement, psychology, and communication studies.

2. Inconsistencies in Verbal and Non-Verbal Behavior: Individuals who are lying may have disparities between their Verbal assertions and Non-Verbal indications such as facial expressions, body language, or gestures. Inconsistencies like this might be subtle symptoms of dishonesty.

3.Changes in Vocal Patterns: Ekman emphasizes that lying people may feel changes in their vocal qualities such as pitch, tone, or speech tempo. These changes may be the result of increased tension or anxiety caused by deceit.

4.Eye Contact and Gaze Avoidance: While there is no conclusive relationship between avoiding eye contact and lying, Ekman indicates that some people may avoid direct eye contact when lying out of guilt, humiliation, or discomfort.

5.Baseline Behavior:Ekman highlights the significance of determining a person's baseline behavior, which relates to their regular patterns of facial expressions, body language, and voice tone while telling the truth. Deviations from this baseline may indicate deceit.

Nevertheless, than relying on isolated cues, Ekman emphasizes the significance of looking for clusters or patterns of deceptive behavior. The presence of multiple signs of deception occurring simultaneously or in a sequence can enhance the accuracy of lie detection.

Conclusion to Chapter 2

The early days of television interviews were a time of experimentation and creativity, as producers and hosts strove to establish the television interview as a viable form of journalism and entertainment. While the style and tone of TV interviews evolved throughout time, the roots established during this period continue to influence the genre to this day.

The early days of television interviews resulted in a paradigm change in how information was conveyed and people engaged with the world. When television became a dominant medium in the mid-twentieth century, it gave a forum for in-depth and lively dialogues with people from a wide range of professions, from politics and entertainment to science and culture. These interviews had a significant social influence, changing public opinion, upsetting norms, and ushering in a new era of communication.

TV interviews were also important in democratizing information. Because of television's immediacy and reach, interviews might be televised simultaneously to millions of viewers worldwide. News and talk shows have evolved into forums for journalists and hosts to challenge authority, discover facts, and hold individuals responsible. This enhanced information accessibility enabled viewers to engage critically, establish their own ideas, and participate in public conversation.

The development of the media business in the mid-twentieth century was a major influence in the rise of the celebrity interview. As new media venues such as TV talk programs and glossy magazines developed, there was an increase in demand for celebrity material. This resulted in an increase in celebrity interviews as media outlets competed for exclusive interviews with the biggest stars.

It also influenced how interviews were performed and presented. Celebrity interviews sometimes centered on personal experiences rather than serious themes, and the tone of the interviews was often more casual and talkative. Celebrities were

frequently given more influence over the interview's substance and were able to utilize interviews to promote their current projects or causes.

The advancement of technology has had a huge influence on the television interview genre, both in terms of how interviews are performed and how consumers watch them.

Furthermore, the introduction of TV interviews added a visual element to communication that was previously lacking in other channels. Non-Verbal clues, facial expressions, and body language all become important parts of the interview experience, giving viewers a more nuanced picture of the interviewee's thoughts and feelings. In TV interviews, the power of visual communication helps develop a closer connection between the subject and the viewer, frequently impacting public perception and altering cultural opinions.

Furthermore, the growth of television interviews permitted the birth of legendary interviewers who became cultural touchstones in their own right. Personalities were synonymous with thought-provoking and entertaining dialogues that drew the public's attention. Their interviewing skills and approaches set the bar for subsequent generations of journalists and talk show hosts.

While TV interviews remain a popular genre, they confront a number of obstacles in today's media environment. The growth of "fake news" and growing distrust of media outlets are two major concerns. Furthermore, the explosion of social media and online material has made it increasingly difficult for television interviews to stand out and remain relevant.

Non-Verbal and Verbal signals are important in television broadcasting because they promote successful communication, communicate emotions, enhance narrative, interest the viewer, help in interpretation and comprehension, and bridge cultural and linguistic gaps. A multidimensional and immersive viewing experience is created by combining both Verbal and Non-Verbal aspects.

Talk shows provide a platform where the active audience plays a significant role. Their participation, feedback, and engagement contribute to the overall dynamics of

the show, influencing the direction of discussions and adding authenticity. The interactive nature of talk shows fosters a sense of community and allows producers to tailor content to better suit audience preferences.

In television transmission, Verbal and Non-Verbal clues can transcend cultural and language divides. Non-Verbal cues frequently cross language boundaries and allow for a more global comprehension, making material more accessible to a varied audience. In contrast, Verbal signals may be changed and translated to fit diverse languages and cultures, ensuring that the message reaches a wider audience.

In a TV interview, the assertion of epistemic authority is crucial to establishing credibility and persuading viewers. The interviewee's perceived expertise is enhanced through a combination of Verbal and Non-Verbal components. Interviewees can build a sense of authority among viewers by using effective topic understanding, confidence, supported evidence, logical reasoning, eye contact, body language, facial expressions, and vocal modulation.

Non-Verbal indicators such as facial expressions, body language, and tone of voice all play an important role in the communication process. Understanding and interpreting these signs is critical for appropriately judging people's trustworthiness.

In conclusion, consistency improves views of authenticity, trustworthiness, and likability, but inconsistency can lead to unfavorable assessments. Being aware of and maintaining consistency between Verbal and Non-Verbal clues can help you make a good first impression in social situations.

III. The utilization of Verbal and Non-Verbal Components in The Oprah Winfrey Show

3.1 Responsive Verbal and Non-Verbal cues of Oprah Winfrey

Oprah Winfrey, known for her remarkable interviewing abilities, has had the opportunity to interact with a variety of high-profile persons throughout the years [31]. These interviews not only provide vital insights into her guests' life, but they also provide a glimpse into Oprah's own communication style and manner [27]. In this chapter of our research we delve into two key Oprah interviews, studying her Verbal and Non-Verbal signs as well as the varied levels of compassion she demonstrated towards her guests.

Oprah Winfrey is well-known for her interviewing abilities. She has done countless high-profile interviews with a varied spectrum of guests, including celebrities, public figures, and individuals with intriguing tales, throughout her career [37]. Her ability to engage her guests, ask insightful questions, and create a welcoming environment has garnered her respect and appreciation as a skilled interviewer.

Oprah is well-known for her compassionate demeanor, active listening abilities, and ability to elicit emotional and insightful answers from her subjects. Her interviews frequently dive into intimate and delicate themes, giving guests the opportunity to express their experiences and thoughts in a meaningful and compelling way. These characteristics have helped to establish her as a renowned and important person in the world of interviewing.

During her interview with Prince Harry and Meghan Markle, Oprah Winfrey used a number of linguistic methods to encourage discourse and obtain information from her guests. Here are a couple such examples:

- Open-ended questions: Oprah Winfrey posed numerous open-ended questions, allowing Prince Harry and Meghan Markle to express themselves in their

own terms. This strategy provided for a more natural and real interaction while also allowing the visitors to offer information that they felt was significant.

- Follow-up questions: Oprah Winfrey followed up with questions aimed to clarify facts and invite visitors to expound on their comments. Oprah was able to go further into particular issues and obtain a better grasp of her guests' viewpoints by asking these sorts of questions.

- Empathetic language: Throughout the discussion, Oprah Winfrey utilized empathic language to communicate her empathy and support for Prince Harry and Meghan Markle's experiences. This style of wording can assist the interviewer and guests create trust and encourage them to reveal more information.

- Reflective listening: To demonstrate that she was actively listening and understood what the guests were saying, Oprah Winfrey employed reflective listening methods such as summarizing and paraphrasing their comments. This style of language can aid in the development of rapport and inspire guests to continue sharing their ideas and experiences.

- Questioning techniques: The questioning tactics used by Oprah Winfrey were aimed to elicit detailed and intimate replies from both Harry and Meghan. She used open-ended inquiries that enabled the pair to talk about their feelings and experiences. She also employed reflective listening methods, reiterating major points stated by the pair and asking clarifying questions.

- Active listening: Throughout the conversation, Oprah Winfrey displayed active listening by nodding her head in agreement, keeping eye contact, and reacting empathetically to the couple's experiences. She regularly gave vocal input, such as "yes" or "I understand," to emphasize her participation in the dialogue.

"Meghan: . . . in this position. And I could never understand how it wouldn't be seen as an added benefit . . .

Oprah: Mm-hmm." [61]

Overall, Oprah Winfrey's Verbal cues during the interview with Prince Harry and Meghan Markle helped to facilitate an open conversation and encouraged the guests to share their perspectives and experiences.

Oprah Winfrey's **Non-Verbal** cues during the interview with Prince Harry and Meghan Markle also played an important role in facilitating the conversation and creating a supportive environment for the guests. Here are a few examples:

- **Facial expressions:** Throughout the discussion, Oprah Winfrey employed a range of facial expressions to demonstrate empathy, understanding, and support. She employed nodding, smiling, and raised eyebrows, for example, to demonstrate that she was listening and involved with the visitors.
- **Body language:** During the conversation, Oprah Winfrey's body language was also helpful and engaged. She leaned forward in her chair and made eye contact with the visitors, which might show attention and attentiveness.
- **Vocal cues:** During the conversation, Oprah Winfrey utilized a range of vocal cues, such as tone of voice, tempo, and loudness, to communicate various emotions and support. For example, when addressing delicate themes, she utilized a softer tone of voice, which can serve to create a more comfortable environment for the visitors.
- **Mirroring:** Oprah Winfrey has uses mirroring strategies to develop rapport and connection with her visitors, such as copying their posture or utilizing identical hand gestures.

Overall, Oprah Winfrey's Non-Verbal cues during the interview with Prince Harry and Meghan Markle helped to create a supportive and engaging environment that encouraged the guests to share their thoughts and experiences.

There were some aspects of Oprah Winfrey's interview with Meghan Markle and Prince Harry that some may perceive as **manipulative**:

- **Framing:** Oprah Winfrey worded her questions and comments in a way that may have affected Meghan Markle and Prince Harry's reactions. She, for

example, posed leading questions that implied specific replies, such as asking Meghan whether she felt "trapped" in the royal family. Oprah may have been aiming to steer the debate in this manner by wording her questions in this manner.

- Emotional appeal: Throughout the discussion, Oprah Winfrey utilized emotive language, such as expressing empathy for Meghan and Harry's experiences and utilizing words that generated powerful emotions. She may have been seeking to evoke a certain response or garner their support by appealing to the emotions of her guests and the audience.

- Appeals to authority: Throughout the discussion, Oprah Winfrey positioned herself as an authoritative figure, leveraging her standing and image as a talk show presenter and media tycoon to create credibility and influence the debate. She may have been aiming to affect the thoughts of her guests and the audience by placing herself in this manner.

- Selective disclosure: Throughout the conversation, Oprah Winfrey selectively released information, such as offering background and commenting on certain occurrences while ignoring others. She may have been seeking to mold the narrative and control the discourse by selectively revealing facts.

"Meghan: And, again, they really seemed to want a narrative of a hero and a villain.

Oprah: Yeah. You came in as the first mixed-race person to marry into the family, and did that concern you in being able to fit in? "[61]

An opposite communicative situation we can see in Oprah's interview with Charla Nash, a lady who was horribly injured by a chimp assault [71]. Oprah's stance toward Charla throughout the interaction sparked concerns, as she appeared to overlook the emotional impact of the situation on her guest.

We may learn a lot about Oprah's interviewing approach by comparing her interactions with Charla Nash and Meghan and Harry. We can examine the levels of empathy, sensitivity, and subtlety she chooses to show in different scenarios. Understanding the complexities of Oprah's communication strategies not only

offers insight on her interview process, but also invites a larger conversation on interviewers' obligations and ethical issues while communicating with traumatized guests.

In her conversation with Charla Nash, Oprah Winfrey focuses on the horrible occurrence involving a pet chimp and its influence on Charla's life [60]. Oprah maintains a courteous and empathic tone throughout the conversation, expressing astonishment and surprise at the degree of Charla's injuries.

"WINFREY: Mm-hmm. Can you take me back to the date of February 16? What do you remember of that day?

MS. NASH: I don't remember anything and the they told the doctor that I don't want to remember, because I couldn't imagine what it was like. And they told me that if I do start remembering or getting flashbacks, they have medicine that will help me with that.

WINFREY: Because you don't want to remember?

MS. NASH: I don't want to, I don't. I want to get healthy. I don't want to wake up with nightmares." [60]

From this short exchange we can clearly see Ms.Nash vocalizing her willingness to avoid all the traumatic memories. She has no desire to regain her memories and Oprah acknowledges her desire.

Not a minute later Oprah starts asking Ms. Nash deliberate questions regarding the day of the incident:

"WINFREY: So you don't remember getting the call, don't remember getting out of the car, don't remember anything about the chimp *attacking* you at all?

WINFREY: Do you remember the *chimp, Travis*, at all? Do you remember having fed him or being around him prior to this incident?

WINFREY: Mm-hmm. He was *scary*? "[60]

We can clearly see Oprah trying to frame the conversation, to get Ms.Nash talking about her traumatic experience. Her choice of lexical means is not random - Winfrey purposefully chooses words that might trigger Charla's memories - *attacking, chimp, Travis, scary*.

One can't disagree that Oprah Winfrey can keep the viewers glued to the screen and she knows how to get the most thrilling material, but this particular situation is on the cusp of unethical and an act of journalist misconduct. Their next exchange only aggravates the issue:

"**WINFREY:** Mm-hmm. You just mentioned that you don't think a lot about your injuries. Are you aware of the extent of your injuries?"

MS. NASH: Not all the way./Because, *it's like less for me to worry about it if I don't know.*

the veil is taken off

WINFREY: Mm-hmm. Well, I will tell you, *that it is pretty shocking* when you take the veil off and you see *the devastation and destruction* that has occurred to your face. It's really pretty shocking./ Mm-hmm. What does your face feel like? *Because you have this bulbous-- like I understand that part of your leg was grafted to create a nose for yourself.*" [60]

Charla Nash, a survivor of a brutal chimp assault that left her crippled for life, found herself in a difficult scenario on The Oprah Winfrey Show when her desires were openly ignored. Oprah Winfrey, famed for her compassionate interviewing technique, sadly failed to show sympathy and crossed lines when it came to Charla's desire to be left unaware of her deformities.

Despite Charla's specific request that she was not to address her physical appearance, Oprah began to describe her defects aloud, causing her great grief and discomfort. This disregard for Charla's emotional well-being calls into question

Oprah's handling of delicate themes and the significance of respecting interview participants' limits and preferences.

When comparing Oprah Winfrey's approach of two interview subjects: Charla Nash and Meghan, Duchess of Sussex, a remarkable contrast emerges. While Oprah's contacts with Meghan were cordial and respectful, her treatment of Charla appeared to favour sensationalism and the chase of bigger ratings.

Oprah appeared to put shock value above empathy during her interview with Charla Nash, a survivor of a brutal chimp assault. Despite Charla's specific desire that her ugliness not be revealed, Oprah ignored her requests and proceeded to describe her defects, obviously abusing her terrible story for dramatic effect. This insensitivity not only crossed Charla's limits, but also revealed a possible disdain for her visitors' emotional well-being.

Oprah's approach toward Meghan, on the other hand, was notably different. Oprah was respectful and sensitive throughout their talk, attentively listening to Meghan's experiences and enabling her to relate her narrative on her own terms. Oprah's approach to Meghan was characterized by a genuine desire to understand and encourage her, fostering a climate of trust and respect.

This contrasted approach begs the question: why did Oprah put shock factor and ratings over Charla Nash's emotional well-being and wishes? The disparate methods reveal a potential flaw in Oprah's interviewing style and raise questions about the ethical implications of exploiting personal tragedy for entertainment reasons.

3.2 The Empathic manipulation in Meghan Markle and Prince Harry Interview. Meghan Markle`s narrative

In the beginning of our work on this research article, at the planning stage, we were quite hesitant whether to cover the controversial interview with Meghan Markle and Prince Harry [40] or not and if yes, how to analyze it without succumbing to the prejudice around it that is dominant in the society [5]. Still, we decided to give this task our best shot and be as professional and just as possible.

As we`ve already established in Chapter 2, part 3 - subjective impressions are not the same as objective facts, and our Verbal and Non-Verbal cues can be misinterpreted [12]. Individual views and personal experiences might vary widely, resulting in diverse interpretations and understandings of events, concepts, or occurrences. While the purpose of this work is to give insights and analysis based on existing facts and research, it is vital to approach the material with an open and critical mind. The authors' ideas and points of view presented in this research paper are subjective and should not be treated as absolute truths. Readers are urged to seek out various sources, conduct more research, and create their own educated opinions.

Some individuals were upset by Meghan and Harry's interview with Oprah Winfrey for a variety of reasons. It should be noted that these explanations may differ based on different viewpoints and opinions.

Firstly, the interview generated issues and complaints regarding the British monarchy and the activities of certain royal family members. Some people may have strong emotional or cultural links to the monarchy and may have believed that the interview was disrespectful or harmful to its reputation.

Secondly, the interview garnered wide media coverage, which resulted in several narratives and interpretations. Different media outlets and pundits may have offered opposing viewpoints, resulting in polarization and unfavorable reactions from various parts of the public.

People's pre-existing biases, beliefs, and loyalties may all have a significant impact on how they react to any event or interview [4]. Some people may have had bad feelings about Meghan and Harry before the interview and saw it as a chance to reinforce those feelings.

The interview was a one-time event that provided Meghan and Harry's thoughts on a variety of issues. Some may have thought that the interview lacked context or confirmation, casting doubt on the credibility or truthfulness of the statements made.

There was a lot of discussion on racism, mental health, and how women are treated in institutions during the interview. Depending on societal, cultural, and political viewpoints, these delicate issues can generate tremendous emotions and a range of reactions.

For this task we've decided to split the analysis into three parts, each of them will focus on one of the participants of the interview - Meghan Markle and Prince Harry. Both of them will be analyzed by three criteria - their Verbal cues, Non-Verbal cue and whether or not their speech could potentially be perceived as manipulative or deceitful.

In terms of **Verbal components** in Meghan Markle's speech, there are several aspects worth considering:

Meghan Markle's statements during the conversation indicate a spectrum of feelings and experiences. She recounts feeling confined and lonely in her duty as a member of the royal family, for example, and at times uses terms like "suicidal" to characterize her mental condition. Here Oprah is citing Meghan - 'I don't want to be alive any more'.

Oprah: Wow! '*I don't want to be alive any more,*' that's . . .

Meghan: I thought it would have solved everything for everyone, right?

Oprah: So, were you thinking of *harming yourself*? Were you having suicidal thoughts?

Meghan: Yes. This was very, very clear. "[61]

Megan Markle`s speech is significantly less posh and rigid than of any other member of the Royal family. She seems more relax and at ease, not shying away from filler words such as *like, you know, kind of, basically, etc..*

"**Meghan:** Very clear and very scary. And, *you know*, I didn't know who to even turn to in that. And one of the people that I reached out to, who's continued to be a friend and confidant, was one of my husband's mom's best friends, one of Diana's best friends. Because it's, *like*, who else could understand what's . . . what it's actually like on the inside?" [61]

Regarding **Non-Verbal cues**, there were several aspects that were notable:

1. **Facial Expressions:** Meghan Markle's facial expressions exhibited a range of emotions during the discussion, including despair, annoyance, rage, and resolve. When addressing tough or sensitive matters, her eyes would expand, and she would frequently wrinkle her brow or bite her lip to convey annoyance or rage.
2. **Body Language:** Meghan Markle's body language was likewise filled with emotion. When she spoke, she regularly leaned forward, expressing a desire to be heard and understood. She would cross her arms or legs at times, which might suggest defensiveness or discomfort.
3. **Gestures:** During the interview, Meghan Markle utilized a range of gestures, including pointing and hand movements, to underline her points and show her feelings.
4. **Vocal Cues:** Meghan Markle's vocal signals, such as shifts in tone and tempo, expressed a tremendous deal of emotion, while they were not entirely Non-Verbal. When addressing tough or sensitive themes, for example, her voice would often shake, and she would talk more quickly when expressing displeasure or rage. Throughout the conversation, Meghan Markle's tone shifts from grief and despair to rage and defiance. Her tone frequently reflects the emotional substance of what she is saying and can be an accurate sign of her underlying emotions.

Non-Verbal clues were a significant component of Meghan Markle's communication during the interview. They expressed honesty and sincerity while providing extra information about her emotional condition.

There were some aspects of Meghan Markle's interview with Oprah Winfrey that some may perceive as **manipulative**:

- Emotional appeal: Throughout the conversation, Meghan Markle utilized emotive language, expressing her experiences in the royal family in terms of anguish, suffering, and emotional instability. She may have been seeking to affect the audience's emotions and earn their support by highlighting the emotional toll of her experiences. In this case, she's purposefully calling herself naive, implying that she got into the family completely unprepared.

"**Meghan:** I would say I went into it *naively* because I didn't grow up knowing much about the Royal Family. It wasn't part of something that was part of conversation at home. It wasn't something that we followed. My mum even said to me a couple of months ago, 'Did Diana ever do an interview?' Now I can say. 'Yes, a very famous one', but my mum doesn't know that. "[61]

- Selective disclosure: Meghan Markle revealed certain facts about her life, such as her difficulties with mental health and suicidal thoughts, while leaving out others, such as her interactions with members of the royal family. She may have been seeking to control the narrative and show herself in a specific way by selectively releasing facts.
- ✓ Meghan revealed certain information about her experiences in the royal family, such as her issues with mental health and interactions with other members of the royal family, while omitting others, such as her connections with particular family members. Meghan may have been seeking to control the story and show herself in a specific way by selectively releasing certain facts.
- ✓ Meghan revealed some of her experiences with the media and public scrutiny, such as being criticized for her appearance and being subjected to racist attacks, while

omitting others, such as her previous career in entertainment and the benefits that come with being a member of the royal family. Meghan may have been seeking to elicit compassion by selectively giving some details.

"Oprah: This was a really big story at the time, that you made Kate cry. *Now you're saying you didn't make Kate cry, Kate made you cry.* So, we all want to know, what would make you cry?" [61]

✓ Meghan revealed certain facts about her choice to stand down from royal responsibilities and relocate to the United States with her family, such as feeling unsupported and frightened, while leaving out others, such as her desire for solitude and independence. Meghan may have been attempting to control the narrative and justify her decision to leave the royal family by selectively disclosing certain information. Another example of selective disclosure in Meghan Markle's speech during the interview with Oprah Winfrey is her discussion of her relationship with her father. Meghan revealed certain information regarding her connection with her father, such as his actions leading up to her wedding and subsequent media appearances, while leaving out others, such as her past correspondence and relationship with him. Meghan may have been seeking to control the narrative and position herself in a specific light by selectively sharing some facts, particularly in light of the bad news coverage regarding her familial connections.

✓ Meghan also said that certain members of the royal family were concerned about the skin tone of her and Harry's kid, but she opted not to share the identify of the person or persons who made the statement, stating "I think that would be very damaging to them."

"Meghan:There were conversations ...about no security, no title... and how dark his skin might be when he's born.

Meghan: But the idea of our son not being safe, and also the idea of *the first member of colour in this family not being titled* in the same way that other grandchildren would be ..."[61]

- Appeals to authority: Throughout the discussion, Meghan Markle made references to her royal family status, emphasizing her position of power and her

capacity to provide unique insights into the monarchy's workings. She may have been seeking to create credibility and acquire the audience's trust by portraying herself as an authority person.

- Use of language: Throughout the conversation, Meghan Markle used strong, emotional terminology like as "betrayal," "oppression," and "character assassination." She may have been seeking to generate a strong emotional response from the audience and affect their opinion by employing language that provokes strong emotions.

"Meghan: I mean, they would go on the record and negate the most ridiculous story for anyone, right? I'm talking about things that are super-artificial and inconsequential. But the narrative about, you know, making Kate cry, I think was the beginning of a *real character assassination*. And they knew it wasn't true. And I thought, well, if they're not going to kill things like that, then what are we going to do?"[61]

It's crucial to remember that these approaches aren't always manipulative in and of themselves, and that various viewers will perceive the interview differently. However, these are some instances of approaches that some viewers may regard as manipulative.

3.3 The Empathic manipulation in Meghan Markle and Prince Harry Interview. Prince Harry`s narrative

Regarding **Verbal cues**, there were several aspects that were notable:

- **Vocabulary:** During the interview, Prince Harry used a variety of adjectives to characterize his experiences as a member of the royal family, including "unbelievably tough" and "trapped." He often employed more colloquial words, such as "going mental" to describe his reaction to bad media coverage.

"Oprah: OK, but here's the question: Do you think you would have left or ever stepped back were it not for Meghan?

Harry: No. The answer to your question is no.

Oprah: You would not have?

Harry: I wouldn't have . . . I wouldn't have been able to, because *I myself was trapped as well. I didn't see a way out.*"[61]

- **Syntax:** Prince Harry's sentence constructions were often basic and direct, with an emphasis on effectively communicating his feelings and experiences. He frequently employed basic sentence forms with distinct subject-verb-object formulations.

"Oprah: She felt trapped, *you were trapped?*

Harry: Yeah, *I didn't see a way out.*"[61]

Overall, Prince Harry's vocal signals during the interview demonstrated sincerity and honesty, with an emphasis on effectively communicating his experiences and feelings. His language and syntax all led to a compelling and emotional story.

Regarding **Non-Verbal cues**, there were several aspects that were notable:

- **Facial Expressions:** Prince Harry's facial expressions reflected a variety of emotions, such as despair, impatience, and resolve. When addressing tough or sensitive matters, he would frequently wrinkle his brow or tilt his head, and his eyes would enlarge to convey astonishment or shock.

- **Body Language:** During the conversation, Prince Harry's body language was typically open and engaged, with many gestures and motions to accentuate his remarks. When he spoke, he frequently leaned forward, expressing a desire to be heard and understood. He would nod his head in agreement or shake his head in amazement at times.

- **Vocal Cues:** While not exactly Non-Verbal, Prince Harry's vocal signals, such as tone and pitch shifts, expressed a lot of emotion. When addressing tough or sensitive themes, for example, his voice would frequently become softer and more solemn, and he would talk more quickly when expressing displeasure or fury. Throughout the conversation, Prince Harry's tone was mainly solemn and introspective, with occasional outbursts of rage or fury. He spoke quietly and clearly, focusing on sharing his point of view and experiences.

- **Use of Space:** The use of space by Prince Harry throughout the interview was particularly noticeable, with numerous moves around the stage and intermittent stops to gather his thoughts. He would frequently use wide gestures to convey the breadth of his experiences, and he would even physically lean in towards Oprah to underscore a particularly significant point.

Prince Harry's Non-Verbal clues during the interview were a key element of his communication, communicating authenticity and sincerity while offering extra information about his emotional condition.

There were some aspects of Prince Harry's interview with Oprah Winfrey that some may perceive as **manipulative**:

- **Emotional appeal:** Throughout the conversation, Prince Harry used emotive language, expressing his experiences in the royal family in terms of anguish, suffering, and emotional instability. He may have been seeking to persuade the audience's emotions and earn their support by highlighting the emotional toll of his experiences. Throughout the conversation, Prince Harry used strong, emotive words such as "trauma," "abuse," and "neglect." He may have been

seeking to generate a strong emotional response from the audience and affect their opinion by employing language that provokes strong emotions.

"Oprah: What was the tipping point that made you decide you had to leave?

Harry: Yeah, it was desperate. I went to all the places which I thought I should go to, to ask for help. We both did. [61]"

- Appeals to authority: Throughout the conversation, Prince Harry made references to his royal family status, emphasizing his position of power and his capacity to provide unique insights into the monarchy's workings. He may have been seeking to create credibility and acquire the audience's trust by portraying himself as an authority person. Here he's implying that the controversy of the assassination of his mother by the members of the Royal family is true and might repeat.

"Harry: My biggest concern was history repeating itself and I've said that before on numerous occasions, very publicly. ...And what I was seeing was history repeating itself. Or definitely far more dangerous because then you add race in and you add social media in. And when I'm talking about history repeating itself, I'm talking about my . . . my mother. "[61]

- Selective disclosure: Prince Harry revealed certain information about his experiences, such as his battles with mental health and how the media treated him and his family, while leaving out others, such as his interactions with members of the royal family. He may have been seeking to control the story and show himself in a specific way by selectively providing facts.

Conclusion to Chapter 3

In conclusion, The Oprah Winfrey Show makes extensive use of both Verbal and Non-Verbal components. Oprah Winfrey used both Verbal and Non-Verbal clues to engage her guests and create an engaging and effective interview setting.

Oprah's use of words, tone of voice, and questioning skills, among other things, enabled her to elicit meaningful reactions from her guests. She displayed her capacity to genuinely listen and sympathize, allowing her guests to relate their tales in a real manner. In the instance of Meghan and Harry, Oprah's kind and considerate approach created a trusting environment, allowing the pair to speak up about their experiences.

Oprah's communication style also included Non-Verbal components such as facial expressions, gestures, and body language. Her empathic facial expressions revealed comprehension and compassion, while her gestures and body language demonstrated attentiveness and participation. These Non-Verbal clues aided in the establishment of a relationship with the visitors and the creation of a secure and supportive atmosphere in which they could discuss their own stories.

However, there have been times where Oprah's use of Verbal and Non-Verbal components has been called into doubt. Oprah's insensitivity to her trauma and contempt for her preferences regarding her deformities generated issues about the ethical use of these components un the interview with Charla Nash. This underlined the need of striking a balance between the demand for interesting storytelling and the well-being and dignity of the guests.

Finally, The Oprah Winfrey Show used both Verbal and Non-Verbal cues to generate memorable conversations. Oprah's deft utilization of these aspects created meaningful talks and allowed her guests to share their tales in a safe space. However, while using these components, it is important to consider ethical issues as well as the well-being of the visitors.

Oprah Winfrey's interview with Meghan Markle and Prince Harry raised awareness of the notion of empathetic manipulation. Meghan and Harry discussed their own

experiences with the Royal family, highlighting occasions where they felt deceived and abused by them.

Meghan and Harry discussed how they felt confined behind the walls of the royal institution and how their mental health suffered as a result. They alleged that their concerns were disregarded and that they were not given the required assistance.

Oprah's purpose in the conversation was to provide Meghan and Harry with a secure venue to discuss their story. She showed empathy and compassion for them, allowing them to share their feelings and beliefs. Oprah's encouraging tone validated Meghan and Harry's sentiments and shined light on the royal family's potential manipulating techniques.

The interview emphasized power relations inside the royal system and addressed ethical concerns regarding empathetic manipulation. It underlined the need of acknowledging and valuing people's experiences, especially when it comes to mental health and emotional well-being.

CONCLUSION

Verbal and non-Verbal communication play a crucial role in our daily interactions, shaping the way we perceive and understand one another. The nature of communication encompasses both Verbal components, such as spoken words and language, and non-Verbal components, including body language, facial expressions, and gestures.

Verbal communication serves as a primary means of conveying information and expressing thoughts, ideas, and emotions. It involves the use of language, grammar, and vocabulary to communicate effectively. However, it is important to recognize that Verbal communication goes beyond the literal meaning of words. The way we use language, tone, and emphasis can significantly impact the message we intend to convey. Linguopragmatics, the study of language use in context, explores how language is influenced by social, cultural, and situational factors, affecting the interpretation and effectiveness of communication.

Non-Verbal communication, on the other hand, plays a complementary role to Verbal communication. It involves the use of body language, facial expressions, eye contact, and other non-Verbal cues to convey meaning and emotions. These non-Verbal cues often provide additional information, such as sincerity, interest, or confidence, that can enhance or contradict the Verbal message. Understanding and interpreting non-Verbal cues are crucial in accurately comprehending the underlying meaning behind a communication exchange.

The combination of Verbal and non-Verbal components creates a nuanced and multi-dimensional communication experience. They work together to establish rapport, convey empathy, and establish trust in interpersonal interactions. The ability to effectively utilize both Verbal and non-Verbal cues is essential in various contexts, including professional settings, relationships, and public speaking engagements.

Linguopragmatics helps us understand how the use of Verbal and non-Verbal communication is influenced by cultural norms, power dynamics, and individual

differences. It emphasizes the importance of context, intention, and shared understanding in effective communication. Recognizing the impact of Verbal and non-Verbal cues allows us to become more mindful communicators, fostering better connections and resolving potential misunderstandings.

In conclusion, the nature of Verbal and non-Verbal communication, along with the study of linguopragmatics, highlights the complexity and significance of effective communication. Being aware of both Verbal and non-Verbal cues enables us to navigate social interactions with sensitivity and understanding, promoting successful communication exchanges and fostering stronger connections with others.

The implementation of linguistic and paralinguistic cues in television plays a vital role in shaping the effectiveness and impact of communication. Television as a medium relies heavily on Verbal and non-Verbal elements to convey messages, engage audiences, and create memorable experiences.

Linguistic cues, including language choice, tone, and style, are instrumental in conveying information and narratives. Television programs utilize carefully crafted scripts, dialogues, and narrations to deliver content effectively. The choice of words, sentence structure, and delivery style can evoke various emotions, establish character traits, and influence audience perception.

Paralinguistic cues, which encompass non-Verbal elements like facial expressions, body language, voice modulation, and gestures, complement the linguistic cues and add depth to the communication. Television hosts, actors, and presenters utilize these cues to enhance their delivery, express emotions, and engage the audience on a more visceral level. A well-timed smile, a raised eyebrow, or a subtle pause can convey nuances that words alone may not fully capture.

The use of linguistic and paralinguistic cues in television is influenced by various factors, including cultural norms, target demographics, and the specific genre or format of the program. Television producers and creators carefully consider these factors to ensure effective communication and audience engagement.

It is important to recognize the power and responsibility that comes with utilizing linguistic and paralinguistic cues in television. The medium has the potential to shape public opinion, challenge societal norms, and influence cultural discourse. Therefore, it is essential for television professionals to be mindful of the impact of their choices and to strive for ethical and inclusive communication practices.

In conclusion, the implementation of linguistic and paralinguistic cues in television is a complex and multifaceted process. The strategic use of words, delivery styles, and non-Verbal elements enhances the effectiveness of communication, engages the audience, and creates memorable television experiences. By understanding and harnessing the power of these cues, television professionals can captivate and connect with viewers, ultimately shaping the way we consume and interpret media.

While working on our research paper we reached our goal to explore and analyze the role of Verbal and Non-Verbal components in TV interviews using the TV interviews conducted by Oprah Winfrey as an example.

In conclusion, this thesis attempted to shed light on the complexities of Verbal and Non-Verbal communication in the setting of television interviews. The aims of this research have been met, resulting in a thorough examination of the linguistic, pragmatic, and cultural factors that affect communication in this media form.

The study has established a good basis for understanding the underlying components at play by examining the concept of Verbal and Non-Verbal communication. It has been demonstrated that both Verbal and Non-Verbal factors greatly contribute to the efficacy and impact of communication in television interviews. The linguopragmatic significance of these components has been widely studied, emphasizing their critical importance in transmitting meaning, establishing authority, and encouraging interaction between interviewees and viewers.

This research has shown the distinctive traits and dynamics of this media genre by diving into the history of TV interviews. The study of Verbal and Non-Verbal components in TV broadcasting has highlighted their importance in structuring the

interview style and promoting efficient communication between presenters, guests, and listeners.

The investigation of cultural and contextual elements revealed the impact of society norms, media landscapes, and social dynamics on the usage and interpretation of Verbal and Non-Verbal communication in television interviews. This identification of cultural subtleties and context-dependent tactics has helped us better understand effective communication in this sector.

The study of interview presenters' Verbal and Non-Verbal clues has offered useful insights into the unique dynamics and methods used by hosts to exert epistemic authority and connect with their guests. This work has added to the corpus of research on communication and media studies by providing a better grasp of the complexity and subtleties involved in TV interviews.

Furthermore, an assessment of the problems and potential pitfalls related with Verbal and Non-Verbal components in television interviews has underlined the need of awareness and strategic communication. The study underscored the dangers of misunderstanding and unintentional messages given through Non-Verbal cues, while also recommending techniques to address such issues and encourage successful communication.

In summary, this thesis has successfully achieved its objectives by exploring the various dimensions of Verbal and non-Verbal communication in TV interviews. The findings of this research contribute to the broader understanding of effective communication strategies in media and journalism, providing valuable insights into the dynamics, challenges, and cultural influences that shape communication in this context.

While working on this paper we used comparative analysis to outline the theoretical basis of the study. This study applied a descriptive qualitative method to study the language used by Oprah Winfrey and her guests in her show.

REFERENCES

1. Argyle, M. *The Psychology of Interpersonal Behaviour*, 1967
2. Ariel M., *Defining pragmatics* Cambridge University Press, 2010
3. Austin, J. L. 1911-1960, *How to Do Things With Words*. Cambridge, Mass., Harvard University Press, 2003.
4. Babad, E. Y., Eyal P., *Media Bias in Interviewers' Non-Verbal Behavior: Potential Remedies, Attitude Similarity and Meta-analysis.*, *Journal of Non-Verbal Behavior* 34 2010: 57-78.
5. Babad, E. Y., *The psychological price of media bias.*, *Journal of experimental psychology, Applied* 11 4 2005: 245-55
6. Battaglio, S., *David Susskind: a televised life*. St. Martin's Press, New York, 2010.
7. Beaver, David I., Bart Geurts, and Kristie Denlinger, *Presupposition*, *The Stanford Encyclopedia of Philosophy* Spring 2021 Edition, Edward N. Zalta ed., URL = <https://plato.stanford.edu/archives/spr2021/entries/presupposition/>.
8. Birlik, S., & Kaur, J. 2020. BELF expert users: Making understanding visible in internal BELF meetings through the use of Non-Verbal communication strategies. *English for Specific Purposes*, 58, 1-14.
9. Boddy, W. H., *Fifties Television: THE INDUSTRY AND ITS CRITICS*.1990
10. Brennen, T., Svein M., *Research on Non-Verbal Signs of Lies and Deceit: A Blind Alley*, *Frontiers in Psychology* 11, 2020
11. Brown, P., Levinson, S. C. 1987. *Politeness: Some universals in language usage*. Cambridge University Press.
12. Cassell, J., McNeill, D., & McCullough, K.E. 1998. *Speech-gesture mismatches: Evidence for one underlying representation of linguistic and nonlinguistic information*. *Pragmatics & Cognition*, 7, 1-34.
13. Chomsky, N., *Language and Mind.*,1973
14. Cicero. *De Oratore*. Edited and translated by James M. May and Jakob Wisse. Loeb Classical Library 348. Harvard University Press, 2017.

15. Darwin, Charles. *The Expression of the Emotions in Man and Animals*. London: John Murray, 1872. p.4
16. Davis, K. 1967. *Human Relations and Business Communication*. McGraw-Hill.
17. Davis, Wayne, Implicature, *The Stanford Encyclopedia of Philosophy* Fall 2019 Edition, Edward N. Zalta ed., URL = <https://plato.stanford.edu/archives/fall2019/entries/implicature/>.
18. Denault, V., Mircea Z., Darwin's illegitimate children: How body language experts undermine Darwin's legacy, *Evolutionary Human Sciences* 4, 2022
19. Denault, V., Misconceptions About Non-Verbal Cues to Deception: A Covert Threat to the Justice System?, *Frontiers in Psychology* 11, 2020
20. Denault, V., Plusquellec, P., Jupe, L.M., St-Yves, M., Dunbar, N.E., Hartwig, M., Sporer, S.L., Rioux-Turcotte, J., Jarry, J., Walsh, D., Otgaar, H., Viziteu, A., Talwar, V., Keatley, D.A., Blandón-Gitlin, I., Townson, C., Deslauriers-Varin, N., Lilienfeld, S.O., Patterson, M.L., Areh, I., Allan, A., Cameron, H.E., Boivin, R., Brinke, L.T., Masip, J., Bull, R., Cyr, M., Hope, L., Strömwall, L.A., Bennett, S., Menaiya, F.A., Leo, R.A., Vredeveltdt, A., Laforest, M., Honts, C.R., Manzanero, A.L., Mann, S., Granhag, P.A., Ask, K., Gabbert, F., Guay, J., Coutant, A., Hancock, J.T., Manusov, V., Burgoon, J.K., Kleinman, S.M., Wright, G., Landström, S., Freckelton, I., Vernham, Z., & Koppen, P.J. . *The Analysis of Non-Verbal Communication: The Dangers of Pseudoscience in Security and Justice Contexts*. *Anuario de Psicología Jurídica*.2020
21. Ekman, P., *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life*, 2003
22. Fiske, J 1987: *Television Culture*. London: Routledge
23. Fleischer, L., *Telling Lies Clues To Deceit In The Marketplace Politics And Marriage*. 2016
24. Goffman, E. 1967. *Interaction Ritual: Essays on Face-To-Face Behavior*, Aldine Publishing Company, Chicago 1967.

25. Gomery, D., Rethinking Television Historiography., *Film & History: An Interdisciplinary Journal of Film and Television Studies* 30 (2000): 17 - 28.
26. Grice, H. Paul, 1975, *Logic and Conversation*, in Cole & Morgan 1975: 41–58.
27. Haag, L. L., Oprah Winfrey: The Construction of Intimacy in the Talk Show Setting., *The Journal of Popular Culture* 26, 1993: 115-122.
28. Hall, E.T. 1969. *The Hidden Dimension*. Print Book,
29. Hall, E.T., *The Silent Language*.1959
30. Hall, S., *Encoding and Decoding in the Television Discourse*. Birmingham Centre for Contemporary Cultural Studies, 1973.
31. Harris, J. B., Watson. E., *The Oprah Phenomenon*., 2015
32. Janssen, S.J., Ter Meulen, D.P., Nota, S.P., Hageman, M.G., & Ring, D. 2015. Does Verbal and Non-Verbal communication of pain correlate with disability? *Psychosomatics*, 56 4, 338-44 .
33. Krystallidou, D., & Pype, P. 2018. How interpreters influence patient participation in medical consultations: The confluence of Verbal and Non-Verbal dimensions of interpreter-mediated clinical communication. *Patient education and counseling*, 101 10, 1804-1813 .
34. Livingstone, S., & Lunt, P. 1993. *Talk on Television: Audience Participation and Public Debate*.
35. Livingstone, S., 2000 *Television and the active audience*. 21 century media studies Manchester University Press, Manchester, UK, pp. 175-195
36. Locke, J.C. *An Essay concerning Human Understanding*. Nature, Oxford University Press, 1975. 462-462.
37. Lowe, J.C., Winfrey, O., *Oprah Winfrey Speaks: Insight from the World's Most Influential Voice*, 1998
38. Maljaars, J., Noens, I., Jansen, R., Scholte E., Van Berckelaer-Onnes I. 2011. Intentional communication in Non-Verbal and Verbal low-functioning children with autism. *Journal of Communication Disorders*, 446, 601-614.

39. Malyuga E.N., Orlova S.N., Linguistic pragmatics of intercultural professional and business communication Springer, 2018, 10.1007/978-3-319-68744-5
40. Markle, M., & Harry, P. . Oprah with Meghan and Harry: A CBS Primetime Special [Interview with O. Winfrey]. CBS, 2021
41. Martin, L., Gitsels-van der Wal, J.T., Pereboom, M.T., Spelten, E.R., Hutton, E.K., & van Dulmen, S. 2016. Clients' psychosocial communication and midwives' Verbal and Non-Verbal communication during prenatal counseling for anomaly screening. Patient education and counseling, 99 1, 85-91 .
42. Mead, G.H. 1934. Mind, Self, and Society: From the Standpoint of a Social Behaviorist Works of George Herbert Mead, Vol. 1.
43. Mehrabian, A., Silent Messages: Implicit Communication of Emotions and Attitudes, 1971
44. Morley, D. 2006. Unanswered questions in audience research. Communication Review 9 2,101-121
45. Öim H., Journal of Pragmatics 13, 251-267 1977
46. Peirce C.S., Pragmatism and pragmaticism Harvard University Press, 1965
47. Peirce, C. S. What is a sign? In Collected papers of Charles Sanders Peirce Vol. 2, pp. 243-259. Cambridge, MA: Harvard University Press. 1931
48. Person to Person. 1953-1961. [Television series]. Retrieved from https://www.youtube.com/watch?v=UyLrCCKhJrc&ab_channel=BackstageVegasTV
49. Poe, M., A History of Communications: Media and Society from the Evolution of Speech to the Internet. Cambridge University Press, 2011
50. Rose, H.L. 2010. Edward R. Murrow: His Life, Legacy and Ethical Influence. University of Nebraska, Lincoln
51. Ross, S. 2011. The encoding/decoding model revisited: Annual Meeting of the International Communication Association, Boston, MA.
52. Seiler, W.J., & Beall, M.L. 1998. Communication: Making Connections.

53. Tannen, D. . You just don't understand: women and men in conversation. Morrow, 1990
54. ten Brinke, L., & Weisbuch, M. 2020. How Verbal-Non-Verbal consistency shapes the truth. *Journal of Experimental Social Psychology*, 89.
55. The David Susskind Show. 1984. [Television series]. Retrieved from https://www.youtube.com/watch?v=xIGsL-1EJe8&ab_channel=TheMuseumofClassicChicagoTelevision%28www.FuzzyMemories.TV%29
56. The Dick Cavett Show. 1968-1986. [Television series]. Retrieved from <https://www.youtube.com/@TheDickCavettShow>
57. The Interviews: An Oral History of Television [Online resource] Elinor Donahue discusses being part of the early television experiments Retrieved from https://www.youtube.com/watch?v=LwO2nLD6LKM&t=21s&ab_channel=FoundationINTERVIEWS
58. The Interviews: An Oral History of Television [Online resource] Retrieved from <https://artsandculture.google.com/partner/archive-of-american-television>
59. The Interviews: An Oral History of Television [Online resource] Ruth Warrick on participating in an early television test at RCA Retrieved from https://www.youtube.com/watch?v=Z-jnq7DDCoE&t=9s&ab_channel=FoundationINTERVIEWS
60. The Oprah Winfrey Show, The Woman Who Was Mauled By a 200-Pound Chimp, Oprah Winfrey Network [Online resource] Retrieved from https://www.youtube.com/watch?v=Uj2fSt1OPJU&ab_channel=OWN
61. The Sun. Meghan Markle and Oprah Winfrey Interview Full Transcript. The Sun, 7 March 2021, <https://www.thesun.co.uk/news/14277841/meghan-markle-oprah-interview-full-transcript/>

62. The Tonight Show. 1962-1992. [Television series]. Retrieved from <https://www.youtube.com/watch?v=doeCTtBE-Kk&pp=ygUkVGhlIFRvbmlnaHQgU2hvdYIgd2l0aCBKb2hubnkgQ2Fyc29u>
63. Tiferes, J., Hussein, A.A., Bisantz, A.M., Higginbotham, D.J., Sharif, M., Kozlowski, J.D., Ahmad, B., O'Hara, R., Wawrzyniak, N., & Guru, K.A. 2019. Are gestures worth a thousand words? Verbal and Non-Verbal communication during robot-assisted surgery. *Applied ergonomics*, 78, 251-262 .
64. Tikochinski, R., & Babad, E.Y. 2022. Perceived Epistemic Authority Source Credibility of a TV Interviewer Moderates the Media Bias Effect Caused by His Non-Verbal Behavior. *Journal of Non-Verbal Behavior*, 46, 215 - 229.
65. University of Pennsylvania. n.d.. Gricean maxims. Retrieved from <https://www.sas.upenn.edu/~haroldfs/dravling/grice.html>
66. Vrij, A., & Fisher, R.P. 2020. Unraveling the Misconception About Deception and Nervous Behavior. *Frontiers in Psychology*, 11.
67. Waele, A.D., Claeys, A., & Opgenhaffen, M. 2020. Preparing to face the media in times of crisis: Training spokespersons' Verbal and Non-Verbal cues. *Public Relations Review*.
68. Weekley, E. 1921. *An Etymological Dictionary of Modern English*. New York: Dover Publications.
69. Weisbuch, M., Ambady, N., Clarke, A.L., Achor, S., & Weele, J.V. 2010. On Being Consistent: The Role of Verbal–Non-Verbal Consistency in First Impressions. *Basic and Applied Social Psychology*, 32, 261 - 268.
70. Wharton, T. 2009. *Pragmatics and Non-Verbal Communication*, University College London. Publisher: Cambridge University Press; Online publication date: December 2009; 1-219
71. Winfrey O., Chimp Attack Victim Charla Nash Shows Her Face, URL: <https://www.oprah.com/oprahshow/chimp-attack-victim-charla-nash-shows-her-face/all>

72. Yan, X. 2008. TV talk show therapy as a distinct genre of discourse. *Discourse Studies*, 10, 469-491.
73. Yang C., Yang Z., Zhou W., 2022. Modulating your speech rate: The effect of speech rate on crowdfunding performance. School of Business, Hunan University, China, 100, 93-102.
74. Yao, J., Song, J., & Sheng, Y. 2021. Performance of face-threatening speech acts in Chinese and Japanese BELF emails. *Journal of Pragmatics*.
75. Zuckerman, M. 1981. Verbal and Non-Verbal communication of deception. *Advances in Experimental Social Psychology*, 14, 1-59.

SUMMARY

The aim of this research paper is to investigate and analyze the function of Verbal and Non-Verbal components in television interviews, with a particular emphasis on Oprah Winfrey's interviews. The study's goal is to shed light on the influence of these components, both individually and together, on audience response and involvement. The depth, sincerity, and emotional impact of Oprah Winfrey's interviews make them a perfect case study for studying successful communication methods.

The paper is organized as follows: introduction, three chapters, and conclusion. The introduction establishes the study's significance and details the research goal, objectives, and methods. The first chapter dives into the nature of Verbal and Non-Verbal communication, examining its linguopragmatic role and characteristics. The second chapter examines the history and characteristics of the TV interview genre, stressing the significance of Verbal and Non-Verbal components in establishing epistemic authority. Chapter 3 focuses on the use of Verbal and Non-Verbal components in *The Oprah Winfrey Show*, analyzing the host's responsive cues, empathic manipulation in the Meghan Markle and Prince Harry interview, and differences in host ethics demonstrated in the interview with Charla Nash.

The conclusion summarizes the research article, stressing the study's accomplishments in examining and assessing the significance of Verbal and Non-Verbal components in TV interviews using Oprah Winfrey's interviews as an example. The study adds to our understanding of effective communication methods in media and journalism by providing useful insights into the dynamics, obstacles, and cultural factors that affect communication in this setting. The study technique examined the language used by Oprah Winfrey and her guests on her show using comparative analysis and descriptive qualitative methodologies.

In conclusion, this thesis effectively investigated the complex nature of Verbal and Non-Verbal communication in TV interviews, with a specific focus on Oprah Winfrey's important interviews. The findings help us comprehend effective

communication tactics by providing significant insights into the dynamics and complexities of communication in the media ecosystem.