

UDC 1 378.147.014

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THE CULTURE BASED POLITICAL PROGRAMS: IMPACT OF TALK SHOW ON THE AUDIENCE

With the debate on globalization and on European integration, there is an increasing interest in media and multilingual audiences, cross-cultural and transnational perspectives, and the global-local articulation.

Most of the research in these fields focuses on the structural or entertainment dimensions and / or on audience research, but there are only a few research projects concerned with the culture based political programs in Spain. Richardson and Meinhof (1999) contributed to filling the gap with a series of comparative case studies on satellite television programs proposed by news channels addressing a global audience (News Corp's Sky News and Germany's n.tv), local TV channels in Germany and Britain, and the European TV experience (ARTE, Euro-News), drawing on discourse analysis, applied linguistics, and social semiotics but there is a big gap in investigation of Spanish political talk show and its impact on the audience. Cultural diversity is the central issue of our times although with different emphases on MEDIA context. Media and communication studies have begun to draw on work in TV programs with the retrospect of political talk shows to understand how diversity is experienced across Spanish culture. Analyses are required as for the transnational entities of the European Unity, in our case culture in Spain. The topic is of the increasing importance because of the talk show impact on the audience as emotionally as individual nation and region face the challenge of globalization and the propaganda of media content. The essay draws on cultural and media policy analyses. In short, late night entertainment talk shows or other soft news programs afford politicians one of their best opportunities to reach a large group of potentially persuadable voters in a relatively sympathetic venue. The increasing frequency of presidential candidate appearances on daytime and late night talk shows (Baum 2003a, 2005; Gold 2007) strongly suggests they believe such appearances are politically beneficial. The previous discussion illustrates the importance of drawing clear distinctions between different types of media outlets and content aimed at distinct audiences. Most research into the effects of soft news on public opinion finds any such effects to be contingent on media venue, topic, and audience characteristics. Such venues vary in the sophistication of their content and hence the likely learning effects among different types of viewers, while some issues are more easily framed in accessible terms than others. Moreover, different types of viewers differ in their propensity to learn about politics via such outlets. Scholars have only partially disentangled these distinctions. Much of the research in this area thus suffers from imprecise definitions of the independent (soft news exposure) and / or dependent (public opinion) variables. The study investigates the awareness level of public through TV talk shows (political).

Key words: public service broadcasting, political programs, talk show, audience impact.

INTRODUCTION

For the great majority of people television is an integral part of Spanish culture. Spanish population can tune into television with the push of a button. What is more, it is an extremely easy way to be informed, entertained, and educated. "Television is the main source of information on national and world events for most of us" (Philo, 1990). "In terms of psychological influence, television might have little or no impact if only a few people pay relatively little attention to it. But the opposite is the case: Just about everybody watches some television, it has almost universal appeal". As Condry states, "Television is what television does: entertain, inform, and persuade [1]."

Analysis of the scientific research. "Talk is the heart of everyday existence; it is pervasive and central to human history, in every setting of human affairs, at all levels of society, in virtually every social context" (Zimmerman and Boden, 1991). Television is a principle medium of mass communication, and talk is one of its most powerful tool. A talk show or chat show (as it is known in the UK) is a television program or radio program genre in which one person (or group of people) discusses various topics put forth by a talk show host. Political talk shows are concerned with special political issues which have public interest and impact and related to government and its power as well as other stakeholders also.

The main part of the article. "As we watch, listen, and are entertained, TV talk shows are rewriting our cultural scripts, altering our perceptions, our social relationships, and our relationships to the natural world. TV talk shows offer us a world of blurred boundaries. Cultural distinctions between public and private, credible and incredible witnesses, truth and falseness, good and evil, sickness and irresponsibility, normal and abnormal, therapy and exploitation, intimate and stranger, fragmentation and community are manipulated and erased for our distraction and entertainment. "Quote taken on 5 / 28 / 98 from the web site of Dr. Vicki Abt, a sociology professor and TV talk show critic. The talk show is a highly confrontational discursive genre, a widely influential media phenomenon, as well as a politically and morally controversial form of entertainment. Few discursive practices of

popular broadcast culture have been more contentious and subject to cultural and scholarly examination in recent years than the talk show, particularly the television talk show. One way to explore the talk show genre is to examine the ways in which audiences use the generic category of talk shows to ground their own cultural assumptions and locate the genre within a set of extant hierarchies and power relations.

Nowadays, talk shows are popular as it is cheap and the most direct participation from audience. Accordingly, there are several important reasons for this choice: In recent decades, there has been a significant increase in international interest in applying qualitative research methods to the study of social and cultural processes. Although the traditional empirically oriented approach to media, mainly represented by quantitative content analysis, is still widespread in mass communication research (McQuail, 2000), some observers [2] speak of a "qualitative turn" in media studies. This shift of paradigm is not a question of preferences for particular methodologies but corresponds to conceptual and theoretical frameworks distinct from the traditional sender-receiver model. According to Zainal Abedin, now most of the Talk shows evaluated as negative and organized in an artificial environment. These talk shows have more talks than solutions. Talk shows do not reflect public statements and demands as well as solutions. The main cause of increasing talk shows in all TV channels at present is that it is very to attract audience at a minimum cost.

The aim of the article is to determine the impact of political talk shows on the audience in Spain.

Doubtless, political communication scholars have sought to determine more precisely what political knowledge consumers glean from soft news and who is most likely to gain it. This has produced a schism between those arguing that consuming soft news produces relatively limited political knowledge gain, primarily among individuals who might not otherwise gain such information, and others arguing that soft news has little political informational value. In the former camp, some argue that soft news can facilitate political learning either directly, via exposure to substantive information in soft news venues [3, 4], or indirectly, through a gateway effect, whereby exposure to small amounts of information on soft news outlets motivates viewers to consume additional related information via traditional news venues (Baum 2003a; Young and Tisinger 2006). In both cases, political learning effects appear strongest among individuals who are relatively uninterested in, and hence unmotivated to learn about politics. In the latter camp, some scholars, notably Markus Prior (2003, 2005, 2007), have argued that consuming soft news does not contribute to consequential gains in political knowledge. Prior does not dispute that soft news programs cover political issues. Instead, he challenges Baum's (2002, 2003a) contention that consequential numbers of consumers learn about politics from such shows. He argues (2005) that extreme media fragmentation in recent years has reduced incidental exposure to politics among entertainment-seeking viewers. Baum (2003b), though not disputing Prior's finding of limited factual knowledge gains in his experiments, countered – drawing on the online model of information processing (McGraw and Lodge 1995; Lodge, Steenberger, and Brau 1995) [5] – that factual knowledge is an insufficient measure of political learning. Taken together, these findings suggest that at least some audience do learn about politics via talk show, but that what they are learning, how much, and how long lasting remain subject to debate. Also unresolved is whether such learning influences consumers' attitudes or behavior. It is to these questions that we now turn, beginning with the possibility of attitudinal effects. For instance, Brewer and Marquardt (2007), in a detailed content analysis of 222 episodes of the Daily Show, find a profusion of educational content. They argue that such material increases viewers' attention to world affairs and encourages critical thinking, rather than engendering a knee-jerk cynical attitude toward political figures and institutions. Overall, there is little evidence that talk show causes viewers to swing to a different side of the political spectrum or to support particular policies. Finding that talk show influences political attention, knowledge, and even attitudes only takes us part of the way to linking soft news consumption to political outcomes.

One cannot deny that an additional intermediate step concerns mass political behavior. On this score, evidence is emerging that talk show may influence the political behavior of at least some citizens. The most basic act of democratic citizenship is voting. Baum [3], in turn, reports that not only do politically inattentive individuals who watch presidential candidates on daytime talk shows come away liking those candidates better, they also become more likely than their non-talk-show-consuming counterparts to cross party lines and vote for the opposition party candidate. This is because likeability can trump party loyalty among these relatively less partisan voters. Baum and Jamison [3] extend Lau and Redlawsk's (1997) "correct voting" model and find that the same politically inattentive talk show consumers that Baum (2005) investigated are also more likely to vote for the candidate who best matches their own self-described preferences on public policy and values issues. This suggests that the likeability heuristic (Sniderman, Brody, and Tetlock 1991) can help relatively uninformed voters figure out which candidate is likely to best represent their interests. It also suggests that the party switching the approaches of talk show endorse an interactive model of communication, which is far more complex than the traditional models in mass communication.

Doing Catalan Spanish on TV: With an emphasis on the linguistic characteristics that Spanish in Catalonia maintains or has acquired as a result of its prolonged contact with Catalan, these studies have started to catalogue the lexicon, phonology and morphosyntax of Spanish in Catalonia. Relatively little attention has been dedicated, however, to the pragmatics of Spanish in Catalonia, that is, to the discourse strategies that constitute Catalan ways of speaking Spanish [7] in TV talk show. The present investigation proceeds in this direction by identifying some of

the pragmatic resources employed in Catalan ways of speaking Spanish in Barcelona, the capital of Catalonia.

The present investigation uses excerpts from talk show conversations in the corpus described above to discursively illustrate four separate pragmatic resources used in Catalan ways of speaking Spanish in Barcelona. In each case, the investigation then analyzes things that Spanish speakers in Barcelona do through their use of language when they "do Catalan Spanish" via ways of speaking that exploit the pragmatic resources identified. Discourse analysis of conversations in my corpus reveals that Catalan ways of speaking Spanish in TV talk shows can make use of at least the following four pragmatic resources to do Catalan Spanish: (1) bilingual simultaneity (Woolard, 1998), (2) speech play (Sherzer, 2002), (3) narrative pragmatics (Prince, 1983), and (4) conventionalized indirectness [9]. When doing Catalan Spanish in these ways, people in Barcelona act to construct cultural messages of self and other, expressing Catalan culture in Spanish language discourse.

Use of television entertainment talk shows was found to relate to all three categories of the criterion variables either directly or via interacting with a third variable. Findings also suggest that a direct role of television talk shows may be more manifested in psychological and affective domains, in those viewing entertainment talk shows on television was directly related to young people's attitudinal reactions, such as self-efficacy and trust; behavioural impact of the talk shows, however, was subtler.

Furthermore, findings clearly suggested that televised entertainment talk shows are not a singular phenomenon. In fact, use of daytime talk shows did not exhibit any negative relationship with the criterion variables, and all negative relationships that were found for the composite index of television talk show use were attributable to late night talk shows. The contribution of daytime talk shows in the context of the current findings was, rather, to help viewers consider political leaders trustworthy and convincing in an electoral context.

These findings suggest that there may be unique political roles played by different outlets of non-political television programming. Future research needs to explore this issue further by content-analyzing political discourse in these programs, which may influence viewers' political attitudes as well as their participation. Findings in this study are consistent with what content studies of late night talk shows have found (Niven et al., 2003; Young, 2004). These studies have reported that late night jokes are characterized by cynical and negative tones in describing political leaders and events. These programs were often found unharmed among the general population (Young, 2004), but the current findings suggest that young adults may be vulnerable with respect to the formation of core political attitudes, such as self-efficacy and trust. Furthermore, exposure to late night jokes on politics could interfere with mobilizing function of other news media, as the negative interaction between late night talk show viewing and newspaper use demonstrated. What are not clear in this study, though, are long-term implications of these negative relationships. It is yet to be known whether the negative impact is something that young adults could overcome, as they grow further into adulthood. The significant role that late night talk shows played in the current study suggests a strong possibility that there could be other types of media effects among viewers. Given their low levels of political interest and sophistication, it is quite possible that their political cognition could be shaped by their exposure to late night talk shows. Future research needs to test this possibility by investigating such areas as political learning, agenda-setting, and priming affects of late night talk shows on the audience.

One of the interesting findings in this study is the significance of entertainment elites in young people's electoral participation. As findings showed, the demobilizing potential of late night talk shows that depict politics in cynical and negative tone seems to be materialized only among young viewers who rely on the shows as a resource for political information *and* evaluate entertainment elites—the sources of such characterization of politics – trustworthy and convincing. Celebrities and entertainers have not only been advocates for causes and charities, but they have also attracted media attention on their political stances and even run for public office. While some have identified a list of factors that contribute to the political success – broadly defined – of celebrities, such as strong media and fundraising skills, being photogenic and recognizable, and being perceived as political outsiders (West, 2003), the general public are yet to admit their political persuasiveness (Gillespie, 2003). Findings of this study strongly speak to the need for a careful understanding on the process by which entertainment elites may exert political influence. For instance, research needs to attempt to identify precisely feature(s) that may make entertainment elites politically persuasive, with the potential features including expertise, trustworthiness, and/or attractiveness (Chaiken 1979; Pornpitakpan, 2004).

The current results suggest that they may have an impact in some areas, sometimes indirectly, and particularly among young people.

CONCLUSION AND FURTHER SCIENTIFIC PERSPECTIVES

The research report says that in our ever more globalizing world, media have gained more power. Moreover, the impact of media on political developments and decision making still has to be fully explored. The author draws on that the influence of media on the production and reproduction of beliefs, opinions, stereotypes, prejudices, and ideologies also has to be thoroughly investigated and compared throughout different countries worldwide. Qualitative in-depth studies on audiences, reception, and perceptions of readers, viewers, or listeners are also missing. The cultural influence of the Spanish media on other media (e.g., in Europe) has slowly started to be perceived. This influence is apparent in the construction of new genres, new public spaces, new modes of advertisement, and so on. The impact of transnational media as Talk show on identity construction has yet to be

investigated. Access to media is another relevant factor. Who are the decision makers; who are the journalists, producers, and investigators; and who is represented and how? And who watches, listens, and reads what? The problem of media literacy and of the comprehensibility of media poses big questions for participation in democratic societies. Clearly, a broad genre like the talk show enters into nearly every cultural habitus within Spanish society. It appears that yet we need to study how it operates within people's lives much more specifically than through the sweeping assessments or condemnations that typify the literature, both popular and scholarly, about the genre.

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Цибко А. В. Політичні програми соціокультурного призначення: вплив ток-шоу на глядацьку аудиторію.

У статті досліджуються основні характеристики ток-шоу та виокремлюються лінгвосоціокультурні ознаки політичного дискурсу в Іспанії. Особлива увага приділяється впливу ток-шоу на іспаномовне середовище, що на думку вчених слугує джерелом агітації на аудиторію, оскільки це є зверненням до широких народних мас. Варіативність в організації дискурсивної інформації зумовлюється намірами адресанта, який програмує реакцію глядача, враховуючи її характеристики і використовуючи сугестію як вплив на підсвідомість аудиторії. Окрім того, різні види глядачів відрізняються їх схильністю дізнатися більше про політику через телебачення.

Ключові слова: послуги громадської трансляції, політичні програми, ток-шоу, вплив на аудиторію.

Цибко А. В. Политические программы социокультурного назначения: влияние ток-шоу на зрительскую аудиторию.

В статье исследуются основные характеристики ток-шоу и выделяются лингвосоциокультурные признаки политического дискурса в Испании. Особенное внимание уделяется влиянию ток-шоу на испаноязычную среду, что, по мнению ученых, служит источником агитации на аудиторию, поскольку это является обращением к широкому народному массам. Разнообразие в организации дискурсивной информации предопределяется намерениями адресанта, который программирует реакцию аудитории, учитывая ее характеристики и используя суггестию как влияние на подсознание аудитории. Кроме того, разные виды зрителей отличаются их склонностью узнать больше о политике через телевидение.

Ключевые слова: услуги общественной трансляции, политические программы, ток-шоу, влияние на аудиторию.