

Abstract

Graduation Level of Proficiency Paper

(Master's degree)

Subject matter: Features of the speech behavior of the broadcasters of Spanish and Russian entertainment programs

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Topical importance: The relevance of the research topic is due to the increasing interest in the cultural and pragmatic side of the language. Public speech begins to acquire the features of everyday speech, and language tools used in modern language, have an increasing influence on the audience. More often the behavior and manner of speech of the broadcaster come to the fore. So the content and the essence of any television show are a secondary concern. The broadcaster's speech significantly influences on the modern state of intercultural communication, and the analysis of entertainment television programs provides an opportunity to explore the diverse practice of broadcaster speech culture, stylistic features, and also to understand the symbolic and semantic basis of popular culture.

Goal: A comparative analysis of the communicative, stylistic, linguoculturological features of the speech of TV broadcasters of humoristic and entertainment programs of Spain and Russia.

Tasks:

- To describe the features of entertainment discourse as one of the types of media discourse;
- To determine the communicative peculiarities of the speech of the broadcasters in Spanish entertainment programs;
- To describe the communicative intentions of the broadcasters of entertainment programs of Russia and Spain in the area of entertainment media discourse;
- To study and describe the linguistic features of the speech of TV broadcasters of Spain and Russia.

Theoretical value and practical applicability: The theoretical significance lies in the fact that the materials and the results of the research make a definite contribution to the development of the theory of media discourse as an important phenomenon of intercultural communication. The practical significance of the work is determined by the fact that the results of this work can be used in practical and lecture courses on the theory of intercultural communication, stylistics of Spanish language, the theory of discourse and cultural linguistics.

Research results: According to the study, it can be noticed that the hosts of entertainment programs have emotional flexibility and extraordinary self-irony, which allows them to maintain their composure and stay afloat in even the most awkward situations. In order to achieve these communicative tasks, the creation of comicality with the help of such techniques as humor and irony plays an essential role. The speech behavior of the presenter reflects the state of cultural development of a particular country, and entertainment programs bring color to this very speech culture, which makes it much richer and more diverse, that more and more TV viewers become involved in this culture. Thus, we can say that entertainment TV programs are truly a phenomenon of mass culture.

Implementation advice: The materials and results of the study can be used in practical and lecture courses on the theory of intercultural communication, stylistics of Spanish language, the theory of discourse and cultural linguistics. Our study outlines some future prospects, in particular, it may be interesting to analyze the speech behavior of other entertainment and humorous programs in Spain and Russia.