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Speech Tactics of the Actualization of the Strategy of Positive Politeness “Exaggerate (interest, approval, sympathy with H)” (based on Larry King’s talk-show)

Abstract: The article provides a detailed analysis of the second strategy of positive politeness in the discursive space of Larry King’s talk show, in particular the strategy “Exaggerate (interest, approval, sympathy with H)” and defines its basic characteristics.

The author pays attention to the exaggeration, which is the main form of expressing of this strategy, and also defines tactics of politeness strategies realization and linguistic means, used for its implementation.

Key words: strategy of positive politeness, the discursive space of the talk show, exaggeration, speech pattern.

Strategy “Exaggerate (interest, approval, sympathy with H)” can be observed in the following examples: *What a fantástic gárden you have!; How absolutely márvelous / extraórdinary/ incrédible!* (ibid.). It should be noted that exaggeration is one of the most important features of the Anglophone culture that is realized not only through lexical hyperbole *It’s absolutely unbelievable*, repetitions, expressive evaluative adjectives and verbs, but also through some prosodic means (emotional intonation, accents and so on) and words intensifiers (in English terminology - upgraders): *such, so, very, really, terribly, awfully, frightfully, absolutely, extremely*, for example, *What a beautiful house you have! How absolutely marvelous (extraordinary, devastating, incredible!)* [2, p. 104]. The perlocutionary meaning of the speech acts implementing this strategy lies

in the fact that the speaker's aim is to show the hearer his/her positively underlined attitude towards him/her [1].

Predominately, according to P. Brown and S. Levinson, the strategy "Exaggerate (interest, approval, sympathy with H)" is realized with the help of the prosodic means [2, p. 108]. And, in this case, except the highly emotional intonation design and peculiarities of the stress, the participants of the program and Larry King use another speech tactics for updating the strategy "Exaggerate (interest, approval, sympathy with H)".

It should be noted that the tendency of exaggeration as one of the most common features of the English culture is especially typical for the complimentary statements which are considered by Kerbrat-Orechioni to be "verbal gifts" [3]. These "verbal gifts" are aimed at affirmation of solidarity between the hearer and the speaker and encouragement to the desired behavior in specific situations. It is the compliment that serves as an illustrative material that enables the identification of the increased interest to the interlocutor, his/her appearance, age and so on: *LARRY KING: **You look amazing.** I'm sure everybody tells you that.* (Interview with Barry Manilow; Aired May 17, 2002); *LARRY KING: We're going to trace the whole career of **the incredible June Allyson, who looks fantastic. I must say you look terrific.*** *JUNE ALLYSON: Thank you, Larry* (June Allyson Discusses Her Career; Aired July 4, 2001); *LARRY KING: **You've had great plastic surgery, by the way.*** *PARTON: Well, thank you.* *LARRY KING. **Dolly, you are ageless. You are a delight*** (Interview with Dolly Parton; Aired November 23, 2010).

Larry King skillfully uses evaluative judgments in order to show his admiration of the interviewee's natural talent. For example, during the conversation with Barbara Streisand, he shows his positive attitude to her talent of singing: *LARRY KING: **You have an amazing voice.*** *STREISAND: I'm critical. I'm self-critical. So –* *LARRY KING : **I tell you a compliment a Catholic priest told me once. The best -- you want to***

hear best record of “Silent Night”? **Streisand’s record of “Silent Night”** (One-on-One with Barbra Streisand; Aired December 15, 2010). He also approves a broad producing activity of the legendary woman who was born in a small European family in Williamsburg: **LARRY KING: What a gift! You’re the top selling female performer in U.S. history. With all that you’ve done, do you ever say, I’m a little Jewish girl from Williamsburg, wow?** (One-on-One with Barbra Streisand; Aired December 15, 2010).

In the talk-show the professional skills of the interlocutor can become the objects of the increased interest and approval (**LARRY KING: Hey, you are a genius much.** **AL PACINO: That is awfully nice** (Interview with Al Pacino; Aired December 6); **LARRY KING: Good evening. Mike Tyson returns to LARRY KING LIVE, the legendary former heavyweight boxing champion, always welcome around here. You are an awesome boxer. How are you doing?** (Interview with Mike Tyson; Aired December 2, 2010); **LARRY KING: You are a good guy, Kelsey, and a heck of a talent** (The Unsinkable Kelsey Grammer; Aired March 16, 2001). The same can happen with the TV presenter: **SEINFELD: You’re so much a part of culture. The idea of a world with no Larry King is inconceivable**, which is why CNN will change their mind before this season is over, before, what is it December 18th? **KING: 16th** (Interview with Comedian Jerry Seinfeld; Aired September 25, 2010); **BRAND: Larry, you gorgeous man, you icon of current affairs** (Interview with Russell Brand Aired November 19, 2010).

Sometimes the main idea of the complimentary statements is to show the excitement over the person that is not connected with the career, but helps to boost his/her self-esteem and reassure him/her in having special skills or talent: **STREISAND. So this took two years, this book.** **LARRY KING: It shows it. It’s a great book.** **STREISAND: Really? Oh good.** **LARRY KING: Let’s touch some other areas. We’ll get back to the book. By the way, I compliment you again on the book. It is a great book** (One-on-One with Barbra Streisand; Aired December 15, 2010).

The attention should be paid to the speech tactics that form the basis of the second strategy of the positive politeness. Such adjectives as *brilliant, terrific, great, gorgeous, marvelous, extraordinary, incredible* can become one of the most common means of intensification of the features with the additional expressive layer: **BRAND: You gorgeous man** (Interview with Russell Brand; Aired November 19, 2010); **LARRY KING: I must say you look marvelous** (Interview with Former President George H.W. Bush; Aired January 23, 2006); **LARRY KING: You're an incredible talent** (Interview With Bette Midler; Aired November 26, 2003). These adjectives can also be used in comparative and superlative degrees: **LARRY KING: Because I've known you a long time and I don't think I've ever seen you looking better; LARRY KING: And recently Barbra Streisand became a best-selling author with her debut book, «My Passion for Design»** (One-on-One with Barbra Streisand; Aired December 15, 2010).

We can also come across the usage of the speech tactics with the structural constructions that contain comparative element *like*: **GOODMAN: You look like 110 buck, baby** (Interview with Cast of "Roseanne"; Aired October 7, 2005). The above mentioned complimentary act is the subject of the individual linguistic creativity of the interlocutor and the TV presenter who strive for the refinement, originality and adequate verbalization of the positive evaluative statement.

Very often the adjectives are followed by the intensifying adverbs *simply, just, only, quite, even, still, right* **LARRY KING: Honestly, Dana, you're just beautiful, and young, and vivacious, and bright, will you date again?** (Interview With Christopher Reeve's Widow, Dana; Aired February 22, 2005).

Another means that mirrors the essence of the second strategy and underlines the positive attitude of the speakers in the talk-show is the usage of the adjectives with the emotional component in the function of the

predicative. Herewith, their semantics, which identifies the attitude of the TV presenter and the guests, has a graduated character showing the degree in which the positive emotional state is expressed: *LARRY KING: **We're pleased to have welcomed him as a colleague for seven years*** (Tea Party Politics; Aired March 29, 2010); *COLSON: Thank you, Larry. **I'm delighted to be here*** (Judge John Roberts Nominated To Supreme Court; Panel Discusses Natalee olloway Case; Aired July 20, 2005); *STEWART: **I'm very proud to be here and honored to be here*** (Encore: Interview with Jon Stewart; Aired December 28, 2010); *LARRY KING: No. I agree. Boone Pickens. **Always great having you with us, Boone. Thanks again*** (Can James Cameron Help Solve Oil Disaster; Aired June 7, 2010); *STEWART: **I'm excited. It's always fun to be here.*** *LARRY KING: For the readers **we are all thrilled to have you*** (Larry King Interviews Dominick Dunne; Aired January 25, 2006).

Lexical means used to reveal the intensification of the positive evaluation can be presented by some parts of speech:

- nouns (*angel, beauty, icon, genius*): *BRAND: **You are an icon of current affairs*** (Interview with Russell Brand; Aired November 19);
- verbs (*to like, enjoy, to love, to admire, appreciate*): ***I admire you and salute you, doctor, for carrying through with this*** (Could Autism be Caused by Child Vaccinations?; Aired March 6, 2008); *PICKENS: Thanks, Larry. **I enjoy being here.*** Thank you (Can James Cameron Help Solve Oil Disaster; Aired June 7, 2010) *LARRY KING: **I love having you.*** *STEWART: **I enjoy this*** (Interview with Jon Stewart; Aired February 27, 2006);
- adverbs intensifiers *completely, entirely, extremely, fully, highly, incredibly, indisputably, particularly, perfectly, really, solely, totally, thoroughly, truly, unbelievably, undisputedly, undoubtedly, unquestionably*, and also superlative and comparative degree of the relative adverbs: *TRUMP: The group here, I will tell you, we have a*

*great group of people in New York and we all love you and **you're a special guy and nobody ever did it better.*** (All Star Guests See Larry King Off in Style; Aired December 16, 2010).

- numeral *one* (**TRUMP: You are one of a kind** (All Star Guests See Larry King Off in Style; Aired December 16, 2010).

The demonstrative pronoun *such* is used in the discursive space of the talk-show in order to reveal the increased interest to the interlocutor and show the approval: **LARRY KING: Such a variety of things to talk about with Barbra Streisand. And this historic day personally for me** (One-on-One with Barbra Streisand; Aired December 15, 2010); . **BROWNE: Larry, why are you such a good interviewer?**_(Interview with Sylvia Browne; Aired May 16, 2003). **SEACREST: It's an honor and you're such a tremendous guy with a great heart** (All Star Guests See Larry King Off in Style; Aired December 16, 2010).

A considerable role in emphasizing the interest to the interlocutor belongs to the cliché structure What (a/an) Adjective + Noun. Yes, the outstanding storytelling abilities of the thirty-ninth President of the USA Jim Carter become the object of Larry King's increased positive attitude: **LARRY KING: What a great story! Did you just write it in pen?** (Interview with Jimmy Carter; Aired September 20, 2010). Не менш інтенсивним є схвалення оповідної техніки принца Монако Альберта: **LARRY KING: Boy, what an interesting story! I bet that's a source of great pride** (Encore Presentation: Interview with Prince Albert of Monaco; Aired September 15, 2002). Thus, it should be pointed that the cases of emphasizing the creative narrative manner and professional talent of the TV presenter Larry King himself are in some way traditional **TRUMP: Well, I tell you what, it's really my honor. What an amazing journalist you are, Larry** (All Star Guests See Larry King Off in Style: Aired December 16, 2010).

This speech cliché can also be used in talk-show to express the emotional state of happiness of the TV presenter and his speakers. In the

following example King accentuates the unbelievable pleasure to welcome in his studio a famous country style musician Willie Nelson: *LARRY KING: **What a treat we have in store for you tonight.** We welcome back Willie Nelson to «Larry King Live»*(Encore: Interview with Willie Nelson; Aired October 15, 2010).

Another syntactic means that actualizes the second strategy of the positive politeness and indicates a notional dynamic unfolding of the complimentary statement is a repetition. Repetitions do not only attract special attention to the interlocutor, but also create a background necessary for the propitious and friendly atmosphere of the interview: *LARRY KING: You know something? **You're a genius. Yes, you're a genius.** CHANNING: Oh, come on. LARRY KING: You playing all this dumb things. **You're a genius** (Interview with Carol Channing; Aired November 27, 2002); *KING: **You're incredible. You are an incredible, incredible lady. It's an honor -- honor knowing you** (One-on-One with Celine Dion; Interview With Kathy Ireland Aired December 22, 2010); *SCHWARZENEGGER: So congratulations. **The 25 years of great, great entertainment, great interviews and a great, great friendship.** Thank you very much (All Star Guests See Larry King Off in Style; Aired December 16, 2010). One more example that illustrates the usage of this speech tactics in the discursive space of talk-show is the repetition of the structure What (a/an) Adjective + Noun in the interview with one of the most famous American rappers and producers Snoop Dog: *LARRY KING: We're having a lot of fun with Snoop Dogg tonight. **What a great guest to kick into the weekend. What a talent, too, and what a good guy** (Interview with Snoop Dogg; Aired March 27, 2010).****

In conclusion, it should be mentioned once again that such lexical means as emotional lexical units (nouns, verbs, adjectives), adverbs intensifiers, comparative and superlative degrees of the relative adjectives and adverbs, numeral *one*, structural construction with the comparative

element *like*, graduated intensifying particles are used for the realization of the strategy “Exaggerate (interest, approval, sympathy with H)” in the talk-show discourse act as lexical means. But on the syntactic level repetition prevails.

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