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### Матеріали

Міжуніверситетського круглого столу з міжнародною участю

## АНГЛІЙСЬКА МОВА У ХХІ СТОЛІТТІ: СПОСІБ МИСЛЕННЯ, ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ ТА ДІАЛОГУ КУЛЬТУР

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## **GENDER PECULIARITIES OF TOPIC DEVIATION TACTICS**

In this paper, television interview has been chosen as preferable and is considered to be indicative of gender linguistic immanence. Interviewees participating in *Larry King Live* television show on the BBC channel use a great variety of different combinations of communicative strategies and tactics that have become the object of the research being mostly concentrated on gender peculiarities of using strategies and tactics.

The topic control strategy has proved to consist of the most diverse set of tactics. The group of tactics used by both men and women has been found the most representative including topic development tactics, topic support tactics, topic deviation tactics, and topic rejection tactics.

Topic deviation tactics is determined by so called «topic freedom» [1: 85] as guests of the TV show are not ready to share or reveal facts they find private and especially in front of the million television audience. There are certain limits that prevent to disclose private life, financial and political scandals, dishonourable conduct etc. The interviewer's task is to find the right way to make the interviewee be outspoken and use the correct effective strategies [2] to make the interviewee dwell on the topics the audience might be particularly interested in. Celebrities agreeing to participate in the TV show are fully aware that they have to cooperate with the interviewer, cannot ignore questions asked and thus have to use topic deviation tactics when they come to awkward details of their private life or professional activity.

*KING: Speaking of opinions, have you changed your opinion about Michelle Obama?*

*HASSELBECK: Well, you know, I think, look, this isn't – I think your opinion on someone evolves over time. I think if it didn't, then you would not be looking at your experience and the context in which someone is – is in your life (06.05.09 F).*

Elizabeth Hasselbeck does not give the answer to the question about the first lady. The interviewee uses a range of hedges *well, you know, I think* that help her to get some more time to plan her utterance and in the end she evasively says that everyone can change their mind later on.

*KING: Stephanie going to keep on playing?*

*AGASSI: No, she hasn't played in seven years now.*

*KING: She won't play again at all?*

*AGASSI: Well...*

*KING: She played for the last time.*

*AGASSI: And she also – we also play for charity, you know. We also go and try to, you know, have fun playing some mixed doubles and, you know, raise some awareness (07.09.06 M).*

Andre Agassi does not feel like speaking about Steffi Graf's sport career and when the interviewer insists on the answer to the offered topic, the interviewee touches upon their charity projects.



KING: Did Johnny give you a big ring?

JOANNE CARSON: I don't really like big jewelry. I really don't (09.03.07 F).

The interviewee is not ready to demonstrate to the audience the cost of the engagement ring and just mentions that she is not fond of too expensive things.

KING: OK. First things first. It looks like Donald Trump has made up with Barbara. How are you and Donald now?

BEHAR: You would not believe how friendly he was to me today at «The View.» The man was all over me. First of all, in the green room after the show, he actually kissed me. And I don't think that he kisses anybody. He came up to me and he actually kissed me and hugged me. It was weird.

KING: Because he criticized you, as you know, in the past.

BEHAR: Well, he said that I – he said I – you hit me hard and so I went back at you. I don't remember even what I said. I made a joke about his hair, I think. But, you know, I'm done with that anyway. It's an old story. I'm not interested in his hair anymore. And we're fine. (05.05.09 F)

Joy Behar evades the question underlining that she is on friendly terms with the famous businessperson and politician avoiding to tell about her rather unpleasant experience as a TV host.

Interviewees, both male and female, use topic deviation tactics when they feel that the interviewer wants to reveal the facts they would like to be silent about and usually without breaking Grice's Cooperation Principles they either offer another topic for discussion or give a vague answer. Negative information threatens to destroy the interviewee's positive image and, as a result, they have to fight to preserve it. They might predict that Larry King is likely to ask some particular questions and in their turn, interviewees may think over their communicative strategies beforehand. Topic deviation tactics is heterogender as it allows both male and female guests of the show to support or to change, if necessary, their image and create desired visualization of their portrayal for the audience..

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