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THE PSYCHOLINGUISTIC ASPECT ANALYSIS OF COMMUNICATION IN A LIVE BROADCAST

*Психолінгвістичні параметри аналізу комунікації
у прямому ефірі*

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Abstract

The abstract reveals the problem of communication in a live broadcast. The source of the scientific article is the Ukrainian live broadcast. It was noted that psycholinguistic aspects should be taken into account when analyzing the live broadcasting speech. The modern researches of mass media psycholinguistic aspect in the paradigm of scientific knowledge have been considered. The live broadcast has been characterized as segment of modern media space according to the types of communication, topics of radio and television programs. The results of the study will serve to examine of the mass media psycholinguistic patterns influence on the linguasociety and on the person.

Key words: *live broadcast, oral communication, psycholinguistic aspect, mass media.*

Introduction

The live broadcast as a segment of the modern mediaspace is a new functional and stylistic variant of the oral form of literary language. In Ukraine, it was formed in the 90s of the XX century in terms of statehood. Today the specific of live broadcast communication is an important scientific problem not only in the field of linguistics, but also in the field of social communications.

The language of live broadcast is primarily characterized by universal features of the oral variety of literary language. The scientific literature identifies the following features of oral communication: spontaneity, unpreparedness, arbitrariness, ease. Thus, D. Barannyk noted that «oral language is characterized by greater arbitrariness in compliance with the language norm, certain features in the structural-grammatical organization (shorter

sentences, high frequency of incomplete constructions, inversions due to the spontaneous nature of speech» (Barannyk, 2000: 691). In one of the last editions of «Fundamentals of the theory of speech communication» O. Selivanova points to such features of oral communication as synchronicity, limited accessibility, procursivity, unstructured, single-phase creation (Selivanova, 2011: 34).

At the same time, the live broadcast is an oral public language, «a kind of literary language that is used as a form of communication between the speaker and the collective listener and is characterized by special means of influencing the audience» (Yermolenko, 2000: 691). Yermolenko emphasizes that «the oral form of public communication of the speaker with the audience activates non-verbal, non-worded figures, among which – intonation, gesture, facial expressions. Designed for auditory perception, oral public language uses the laws of so-called oral grammar. Verbal, visual and acoustic components of oral public speech act in the unity of presentation and perception of information» (Yermolenko, 2000: 691). Thus, the main feature of the live broadcast is live (oral) communication of journalists.

The purpose of our investigation is to analyze the dominant psycholinguistic parameters of live broadcast.

Methods and Techniques of the Research

The source base of the scientific article is live broadcast as a segment of the media space. The specificity of the research subject necessitated the use of a number of methods: direct observation – to determine the psycholinguistic parameters of live broadcast, descriptive method – to characterize the psycholinguistic parameters of live broadcast.

Results

Live broadcasting is a part of radio and television production that is broadcast simultaneously. It means the signal is transmitted from the radio or television studio directly to the receiver or screen to listeners and viewers (Zalipska, 2013: 52). However, it is sometimes difficult to differentiate between live and unlive broadcast. The presentation specifics of live radio and television broadcast are differing. Radio is characterized by the fact that most of the air time is occupied by programs that are broadcast live. This includes mainly news, programs that involve guests in the studio, as well as the work of the journalist in the studio. The presenter's studio work is multifaceted: journalists talk to each other, read messages, greet birthdays and generally entertain the audience. The following psycholinguistic parameters testify to the fact that radiojournalists work in live broadcast:

(1) two-ways live communication: listener (caller) to the journalist and journalist to the listener;

(2) communication between several radiojournalists (mostly two) in the studio;

(3) reading messages from various mobile applications and chats.

The following psycholinguistic parameters are characteristic of live television:

(1) word-combinations on the screen, such as: «пряма мова», «жива мова», «пряме включення», «on-line», «live», «прямий зв'язок», «прямий ефір» etc.;

(2) two-ways live communication: the viewer (caller) to the journalist and the journalist to the viewer;

(3) presence of direct inclusions from the place of reporting;

(4) change the usual location of programs for away broadcasts.

It is worth noting that the journalist in live media outlet is not able to correct mistakes. If pre-prepared programs, stories can be edited, rewritten or re-recorded, then live production cannot be changed, it comes to the audience in its original form. In such a situation, the journalist must be highly qualified and have psychological resilience.

The level of spontaneity and unpreparedness of oral speech in the language of the media can be different. Yes, spontaneous speech is best represented on the radio, as journalists are constantly in direct contact in the studio. They often comment on the music that is played, entertain the listeners, talk on the air with the callers. Such communication, of course, does not have a fully prepared text, so it is often not without errors. Spontaneous language is less common in television, because journalists mostly (but not always) have a pre-prepared text, individual fragments and questions.

The most spontaneous broadcasts include sport programs, including football matches. A small share of the journalist's spontaneous language activity is recorded in news programs on radio or television. The synthesized language activity of a journalist is the combination of spontaneous and non-spontaneous language. It is presented more in television shows. The carefully prepared text of a journalist in such programs can be influenced by the interlocutor, who speaks spontaneously, answering questions, expressing opinions on a particular problem.

Conclusions

Thus, the main feature of live broadcast is oral communication. The level of its spontaneity is different, so we trace the common and different parameters in radio and television. All this will serve as a manifestation of the psycholinguistic patterns of the influence of the mass media on the linguistic society.

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