

The Role of Talk Show TV Presenters in Enriching the Debate on Political Crises

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The role of the talk show hosts depends mainly on the style of conversation, intending to enrich the discussion on political crises and building information according to the opinions raised on the nature of those crises. Talk show hosts develop a set of considerations to enrich the discussion, the most important of which is to approach the audience and gain their emotional support. This is part of persuasion strategies to complement the opinions expressed and enrich the debate on political crises. Talk show hosts rely on moving the imagination of viewers, as one of the narrative methods to enrich the debate on political crises to return them to previous political crises. The talk show hosts rely on a set of stimuli, the most important of which is the singular autonomy associated with the political crisis, as they rely on "launching nomenclature" to enrich the discussion and reduce the knowledge gap about these crises. The hosts of talk shows rely on the social framing of political crises in a manner of collective harmony in controlling the verbal methods accompanying the processes of enriching the debate on political crises, as "social framing" contributes to exchanging opinions and citing customs and traditions in managing the themes of discussion.

Key words: *TV, talk show, host, political crises.*

Introduction

Talk shows are one of the most popular TV programmes that seek to enrich discussion about political crises, especially since these programs depend on satisfying the viewers need for epistemic curiosity. These programmes fuel specific situations in which a person is convinced until they reach the point of defending the programme. These programs are considered to be an indicator to reveal the media policy of the satellite channels, as well as its

media role in transmitting value, image, and symbol through the use of professional cinematography (Saad, 2009). According to the strategy of creating meanings, the idea of building discussion in talk shows is based on indications of the reactions of the masses, and the nature of their interaction with various political crises (Hassanein, 2014). The sponsors of the programmes contribute to moving public opinion according to the ideologies of the media. Many influences control the communication behaviour of the presenter of the program, which may be considered as "framing events" or responding to aspects of bias in the management of media dialogue (Samir, 2007).

For this project, the authors of this paper identify the research questions as follows:

- What methods do television talk show hosts tend to enrich the debate about political crises?
- What priorities do talk show hosts consider in their professional considerations to inform the debate when they come up with a media message?
- What are the motives for the talk show hosts relying on the narrative method to enrich the discussion about political crises?
- What are the stimuli that talk show hosts seek to highlight in enriching the debate about political crises?
- What mechanisms do talk show sponsors rely on in marketing the ideas under discussion?
- What aspects do talk show hosts tend to enrich in the debate about political crises?

This study aims to gain a further understanding in the methods that television talk show hosts tend to enrich the discussion about political crises. Additionally, the aim is to disclose the priorities that talk show hosts put in their professional considerations to inform the debate when they come up with a media message (Manal, 2012). Lastly, the researchers aim to understand the mechanisms and appearances that talk show hosts tend to enrich in discussion regarding political crises (Van Deun et al, 2010).

The research adopted the descriptive-survey method, which means studying the current facts related to the media phenomenon, and the researchers relied on a "questionnaire" as a tool for scientific research. Research restrictions include the human field: The questionnaire was applied to the providers of political dialogue programs in Iraqi satellite channels, and by 35 respondents (Uddin, 2019). This research was conducted on: Iraqi satellite channels (Al-Masar - Al-Rasheed - Baladi - Horizons) during the period from 1/11/2019 to 31/31/2020.

Literature Review

Types of TV Talk Shows

- A. Opinion dialogue: depends on the polls of a specific person on a topic.
- B. Information dialogue: aims to obtain information or data that serve a specific goal (Reem, 2010).
- C. Personality dialogue: aims to shed light on a personality and present various aspects to the viewer. The success of this type of dialogue depends on choosing the appropriate personality, the efficiency of the dialogue manager, and the way to put questions so that they are direct, simple and at the same time clear. It is also preferable to choose questions that allow the guest to explain their answers and for the presenter to stay away from suggestive questions (Muhammad, 2010).

In the face of the tremendous development of digital media amidst great competition for talk shows, we find competition in tastes, values, customs, and traditions to reach the target audience (Samir, 2007). Dialogue enriches the debate on a specific issue in a way that is culturally and socially acceptable and has public interest and demand (Elfeky, 2020). TV talk shows also depend on the "scenario" of the show to enrich the debate, as the program's creator selects the topic for the people participating in the program. This process involves contacting guests, persuading them to participate, agreeing with them on all the steps and arrangements and formulating questions that the presenter uses during the dialogue with the guests, and writing some important points that illuminate the way for the presenter (Saad, 2009).

Enriching the Discussion in Political Talk Shows

When we monitor the various categories of intellectual, political, and social dialogues, we find interlocutors. These interlocutors increase their information and enrich their culture and embrace dialogue with an intellectual and psychological desire that expresses a love of thought and truth. This mindset works to continue self-education without . It can be said that their opposite, however, have shallow minds (Muhammad, 2010). They only talk about a desire for skill or claiming a culture or thought, despite the real security of the intellectual. that the intellectual increases their culture and modesty with the aim to benefit others in this culture. To maximise the self and claim knowledge is not a characteristic of the real intellectual.

One of the main features of our modern era is the revolution of communications and satellite technologies . In particular, the range of visual and audio channels that brings the parties of the globe from one extreme to the other geographically. In small villages that were

previously an isolated between continents and oceans, the distances between peoples has faded and the vision became clear with every political event in this technological revolution (Samir, 2007). Communications has created a new type of dialogue under the name of "interference". This can occur through the phone, the screens via satellite and its channels. Communication in Khellin is taking place between the broadcaster and the interlocutor. This occurs between the reality of the event and the news, and the dialogue in the political interference in the newscasts (Manal, 2012). Political programs are determined by the content of the news and which dialogue responds to the many questions revolving in the minds of the recipients while providing a satisfactory answer. This involves trying to get the interviewer and the broadcaster in the boundaries of the general lines of each country's policy regarding the dialogue, taking into account the specific caveats in addressing the elaboration of its details within the media guidelines which are committed to the quality of the repercussions of the news and its dimensions (Van Deun et al, 2010; Tolson, 2000).

New models of dialogue began to emerge in the form of a tradition of what exists in Western and American stations, which is a good trend favoured by the public. but "riot schools" and "quarrelsome" began to go beyond the concept of freedom of opinion and excitement to such a degree that television dialogue loses its freedom and the goal of the media message is lost (Manal, 2012). This causes the viewer to become busy with feelings of confusion caused by the broadcaster. When this occurs, the topic is lost to the viewer as a result of the heated dialogue and the expectation of inconsistencies or irregularities between the guests to convey these messages to guests on the next day (Elfeky, 2020).

Media Dependency Theory and Discussion Enrichment

The theory of dependence envisions that the power of the media lies in controlling the sources of information and it obliges individuals to reach their personal goals in enriching the debate about political crises. The more complex the society, the wider the range of goals that require access to media information sources in this society (Hassanein, 2014). Through establishing a relationship of dependence on the media, individuals strive to achieve a set of goals (Tolson, 2000).

The objectives are as follows:

1. **Understanding:** This includes identifying oneself through learning and obtaining experiences, knowledge, and social understanding such as values and beliefs by identifying and interpreting things about the world, community, or local environment (Samir, 2007).
2. **Coaching:** This includes directing work and behaviour within the framework of community expectations and ethics, acquiring information with behavioural guidance

from the community and acting in harmony with it. This includes interactive guidance to obtain indications of how to deal with new situations related to the debate, by acquiring information about the skills and experiences of dialogue and interacting with others in the community (Elfeky, 2020).

3. **Entertainment:** This includes isolated entertainment such as relaxing and sitting in isolation, and social entertainment such as engagement with social companions to escape the problems of daily life or entertainment (Muhammad, 2010).

The theory of dependence on the media is based on a set of basic assumptions developed and agreed upon by a group of researchers that can be summarised according to the following (Uddin, 2019):

1. The public's dependence on media sources increases in times of change, conflict, and crises in society (Tolson, 2000). Therefore, it is assumed that in societies with growing media systems, the public becomes more dependent on information sources sent by the media, especially in times of increased instability or conflict (Manal, 2012).
2. The ability of the media's message to achieve a wide range of cognitive, emotional, and behavioural effects increases when the media provides distinct and basic information services. The likelihood of impact increases to great degrees when there is a high degree of structural instability in society due to conflict and change (Muhammad, 2010).
3. The public differs in its degree of dependence on the media due to the difference in personal goals, interests, and self-needs (Elfeky, 2020).

Results

Rhetoric Styles that Talk Show Presenters use to Enrich Discussion

The category of “style of solicitation and launch of test balloons” ranked first, as it reached 10 iterations out of a total of 25 iterations at a rate of 40%. This was followed by the second category of “style narrative descriptions of events and feelings related to political backgrounds” with 8 repeats and a percentage of 32%.

The Priorities that the Presenter Sets in Consideration to Enrich the Debate

The category of “(approaching the audience and winning its emotional support” ranked first, as it reached 12 iterations at a rate of 48%. This was followed by the second category of “stimulating critical talk about the way of dealing with political crises” by 7 iterations and by 28%. The category of “relying on camouflage to delude the public with the neutrality of the media message” came in the last rank with 6 iterations and at 24%.

The Motives for Relying the Talk Show Hosts on the Narrative Method to Enrich the Discussion

The category of “moving the imagination of viewers and returning them to previous political crises” came first, as it reached 13 iterations at a rate of 52%. This was followed by the second category “recalling national values as an introduction to the coup against political reality” as it reached 10 and was repeated by 40%. The category “obtaining public confidence” came in the last rank with 2 repetitions at 8%.

The Stimuli that Talk Show Hosts Rely on to Enrich the Discussion

The category “uniqueness, idiomatic independence associated with the political crisis” came first, as it reached 11 iterations, at a rate of 44%. This was followed by the second category “shifting public attention” by 10 iterations and by 40%. The category “raising the so-called professional imprint or out of the ordinary” came in with the last rank, by 4 iterations and by 16%.

Controlling Verbal Methods to Enrich the Discussion

The category “reliance on social framing of political crises in the manner of harmony and collective harmony” ranked first, as it reached 10 iterations by 40%. This was followed by the second category “moving away from the demonstration aspects in enriching the collective discussion” by 9 iterations and by a percentage of 36%. The category “stimulating the collective mind by recalling the bright and influential names of viewers” came in the last rank, as it reached 6 iterations by 24%.

The Presenter Needs to Use the Speaker's Pronoun (ME) To Enrich the Debate

The category “when you need to strengthen the evidence of events and confirm them” ranked first, as it reached 10 iterations and 40%. This was followed by the second category “when you need to limit the viewer's memory in one frame related to the political crisis” by 9 iterations at a rate of 36%.. The category “when the need to feel a joint liability” came in the last with 6 iterations and 24%.

The Program Provider's Mechanisms to Enrich the Discussion

The category “relying on the skill of manoeuvring and dodging” occupied the first rank, as it reached 15 iterations by 60%, followed by the second rank in the categories “using suggestive sentences and palliative expressions” and “escape from partial details” by 5 iterations each and by 20%.

The Appearances That the Presenter Tends to Enrich the Discussion

The category “misleading use according to spatial and temporal conditions” ranked first, with 12 iterations at a rate of 48%. This was followed by the second category “using opportunism and provoking emotional reactions” with 7 iterations and 28%. The category “using brainstorming to reach the richness of the debate” came in the last with 6 iterations and 24%.

Types of Convincing Proofs to Enrich the Discussion

The category of “emotional reincarnation” came first as it reached 13 iterations with a rate of 52%. This was followed by the second category “the logical method in provoking discussion” by 9 iterations and by 36%. The category “method” and “the combination of emotion and logic to enrich the debate” came in last by 3 iterations and by 12%.

Conclusions

1. The talk show hosts depend mainly on the style of solicitation, intending to enrich the discussion on political crises and building information according to the opinions raised on the nature of those crises.
2. Talk show hosts develop a set of considerations to enrich the discussion, the most important of which is to approach the audience and gain their emotional support. This is part of persuasion strategies to complement the opinions expressed and enrich the debate on political crises.
3. Talk show hosts rely on moving the imagination of viewers, as one of the narrative methods to enrich the debate on political crises, to return them to previous political crises.
4. The talk show hosts rely on a set of stimuli, the most important of which is the singular autonomy associated with the political crisis, as they rely on "launching nomenclature" to enrich the discussion and reduce the knowledge gap about these crises.
5. The hosts of talk shows rely on social framing of political crises in a manner of harmony and collective harmony mainly in controlling the verbal methods accompanying the processes of enriching the debate on political crises, as "social framing" contributes to exchanging opinions and citing customs and traditions in managing the themes of discussion.
6. The talk show hosts rely on a set of mechanisms to enrich the discussion. The most important of which is relying on manoeuvring and being evasive as well as the use of suggestive sentences in the implementation of the media policies imposed on them by their media institutions.
7. The talk show hosts rely on a set of proofs to enrich the discussion about political crises, the most important of which is "emotional reincarnation". This is used to stimulate the



feelings of the public and activate aspects of integration with events whose backgrounds are linked to political frameworks.



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