

## TV Talk Show as Institutional Talk : Topicalization Analysis

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Submitted

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تحليل بنية الموضوع في برنامج الحوارات التلفازية كمحادثة مؤسسية

### الخلاصة

تعد برامج الحوارات من بين أكثر البرامج التلفازية الشائعة في الوقت الحاضر وهي برامج تتضمن بالأساس مقابلات لمناقشة آخر التطورات في مجالات الحياة الإنسانية ومنها السياسية والاجتماعية والاقتصادية والتربوية... الخ. ويتم توجيه الحديث فيها إلى عدد هائل من المشاهدين لشاشة التلفاز لكي يتم تزويدهم بالمعلومة والمتعة في آن واحد من خلال الحوار. تبث البرامج الحوارية هذه في أكثر الأحيان على الهواء مباشرة وتتضمن محادثة بين المشاركين وهم المضيف (مقدم البرنامج) وضيف واحد أو أكثر إذا كان البرنامج متعدد الأطراف ولكن وفي كل الأحوال تتم هذه المحادثة في بيئة حوارية إعلامية.

حيث اعتمدت بيانات البحث على نص من **Conversation Analysis** يعد هذا البحث دراسة نوعية في حقل تحليل الحديث والذي يمثل حواراً بين المضيف **CNN** على قناة **Larry King Live** البرنامج الحوارية التلفزيوني المعروف (لاري كينغ لايف) وهو أيضاً مقدم برنامج حوارية تلفزيوني معروف بعنوان **Dr. Phil McGraw** وضيفه د. فل مكارو **Larry King** لاري كينغ **Pattern** على شاشة أخرى. يتم في البحث ومن خلال التحليل التجريبي استنباط أنموذج بنية الموضوع **Dr. Phil Topicalization** التي يتبعها الحديث في هذا النص كبنية موضوع حوار مؤسسية فريدة خاصة بمثل هذه البرامج الحوارية **Topicalization** التلفازية التي تحمل الكثير من صفات الحوار المؤسسية. وعلى هذا الأساس فإن فرضية البحث هي أن الحوار في برنامج الحوار

التلفزيوني يتبع أنموذجاً مؤسساتياً لبنية الموضوع خاصاً به إذ تفرض القيود الكثيرة التي تتسم بها البيئة التلفازية - ومنها عامل الوقت واستثمار التقنية للاتصال كالبريد الإلكتروني والهاتف لضمان مشاركة المشاهدين - هذا الأنموذج الخاص لبنية الموضوع لهذه الحوارات ، هذه البنية التي تتبع مساراً واضحاً يمكن أن يرسم على شكل مخطط توضيحي

(و بوتن وكاسي (١٩٨٤) **Sacks (1978)** (أما أسلوب تحليل البيانات في البحث فيعتمد أنموذجي تحليل هما ساكس (١٩٧٨) خاص بحدود المواضيع والتنقلات فيما بينها خلال الحديث في **Sacks (1978)** الأول : **Button and Casey (1984)** حيث يتم الانتقال إلى الموضوع اللاحق **stepwise transition** النص تحت الدراسة إذ ميز ساكس بين الانتقال التدريجي **Button** والتي تشير إلى غلق موضوع وبداية آخر جديد ، والثاني **disjunctive movement** بسلاسة و الحركة الفاصلة خاص بالشروع بمواضيع الحديث في النص حيث حددا بوتن وكاسي ثلاثية " مظهرات بدء الموضوع **Button and Casey (1984)** . اعتماداً على الاستجابات التي يحصل عليها البادئ بموضوع الحديث **topic initial elicitors**

وكانت نتيجة البحث إن بنية الموضوع في برنامج الحوار ألتلفازي هي عملية في غاية التنظيم على إنها تحدث في بيئة مؤسساتية لتشكل واحدة من أهم الصفات المؤسساتية لهذه البرامج كوسيلة للحوار التفاعلي . وتتم السيطرة بالكامل على بنية الحوار هذه من قبل المضيف (مقدم البرنامج) والذي غالباً (أو دائماً) ما يدير عملية بدء الموضوع والتنقلات ما بين الموضوعات ووضع حدودها لها تاركاً بذلك فرصة ضئيلة للمضيف أن يشارك فيها . إن القيود المؤسساتية للبيئة الإعلامية التي يقع فيها هذا الحوار ومن ضمنها الوقت واستثمار التقنية باستخدام البريد الإلكتروني والهاتف لضمان مشاركة المشاهدين تعتبر أسباباً حقيقية وراء البنية المؤسساتية لمواضيع الحوار في برامج الحوارات التلفازية . وعندما يتم تشخيص أي صفة مؤسساتية لحديث ما فستكون هذه الصفة سبباً في اختلاف هذا الحديث عن المحادثة غير المؤسساتية الواردة بشكل طبيعي في حياتنا اليومية

## TV Talk Show as Institutional Talk :Topicalization Analysis

### ABSTRACT

Among the various TV programs currently prevailing in most of the world media are " TV Talk Show" programs that principally include a conversational discussion on some of the usually latest events in different respects of life : political , social , economical , educational ...etc. A TV talk show is supposed to direct its discourse to a large number of overhearing audience and to provide them with information and entertainment through conversation and talk. Since TV talk shows are live programs , they involve spontaneous conversation between the participants who are usually a host and a guest , or if the show is multidimensional there will be more than one guest . In all cases , TV talk Shows take place in a conversational media setting.

This paper is a Conversation Analysis (CA) qualitative study that goes in conformity with Sacks' (1984) inductive methodological perspective in conducting CA research as the practice of unmotivated examination of some pieces of data . Therefore , a transcript of a TV-talk-show episode from the well-known CNN program "Larry King Live" is taken as a sample piece of data for analysis , in which the host is , of course , Larry King and the guest is Dr. Phil who is himself a host of a TV talk show "Dr Phil" on another TV screen . Through this experimental investigation , the unique institutional feature of topicalization pattern characteristic of conversation in TV talk shows part of its overall institutional talk-in-action nature is to be devised . Therefore, it works on a hypothesis that conversation in a TV talk show follows its own institutional "genre" of topicalization patterns of conversation . The constraints of time and other constraints particular to media setting , including the utilization of communication technology such as the email as part of the Computer Mediated Communication (CMC) and of the telephone in order to maintain immediate participation of the overhearing audience , can impose especial topicalizational patterns of conversations. These patterns constitute a peculiar conversational topic schema , that can be sketched in a diagram , unique to TV talk shows illustrating their overall institutional-talk nature .

The procedure of the study includes two models of analysis : Sacks (1978) and Button and Casey (1984) . The general topical structure is to be drawn through the investigation of both : First ,for the topical boundaries and topical shifts all through the episode , the model of analysis adopted is Sacks (1978) who distinguished between "stepwise transition" in which one topic flows into another, and "boundaries" or "disjunctive movement" in which the closure of one topic is followed by the initiation of a new one ; second , for the topical initiation process in the different topics of the episode the model of analysis is Button and Casey (1984) who identified a particular type of utterances, which they term 'topic initial elicitors'. These initiate a three-turn sequence in which a topic is offered by the initiator with his/her consideration to responses to these initiations

It is concluded that TV talk show topicalization is a highly organized process. It takes place in an institutional environment constituting one of the essential institutional imperatives that features conversation in TV talk show programs as institutional talk-in-interaction. It is a strictly host-driven conversation where the host manages in most , if not all , cases the topical initiations , shifts and boundaries leaving little, or even no , space to the interviewee to take role in topicalizing the show conversation . The constraints of time and other constraints specific to media setting , including the utilization of communication technology such as emails and telephones to ensure the overhearing audience participations , are good reasons for imposing these especial institutional topicalizational patterns of conversations. When any institutional attributes of conversation can be recognized , it will certainly estrange it from the naturally occurring conversations of everyday-life .

## Introduction :

Among the various TV programs currently prevailing in most of the world media are " TV Talk Show" programs that principally include a conversational discussion on some of the usually latest events in different respects of life : political , social , economical , educational ...etc. A TV talk show is supposed to direct its discourse to a large number of overhearing audience and to provide them with information and entertainment through conversation and talk (Singes, 2000:8-9). Since TV talk shows are live programs , they involve spontaneous conversation between the participants who are usually a host and a guest , or if the show is multidimensional there will be more than one guest . In all cases , TV talk Shows take place in a conversational media setting.

Using a Conversation Analysis (CA) tool applicable to a sample TV talk show episode transcript , this paper is an attempt to show , through an experimental analysis , the unique institutional feature of topicalization pattern characteristic of conversation in TV talk shows , part of its overall institutional talk-in-action nature. Therefore, it works on a hypothesis that conversation in a TV talk show follows its own institutional "genre" of topicalization patterns of conversation . The constraints of time and other constraints particular to media setting , including the utilization of communication technology such as the email as part of the Computer Mediated Communication (CMC) and of the telephone , in order to maintain immediate participation of the overhearing audience , can impose especial topicalizational patterns of conversations. These patterns constitute a peculiar conversational topic schema unique to TV talk shows illustrating their institutional-talk nature .

In conformity with Sacks' (1984) an inductive methodological perspective in conducting CA research as the practice of unmotivated examination of some pieces of data : " We sit down with a piece of data, make a bunch of observations and see where they will go " (Sacks , 1984 :27) , a transcript of a TV-talk-show episode from the well-known CNN program "Larry King Live" is taken as a sample piece of data for analysis , in which the host is , of course , Larry King and the guest is Dr. Phil who is himself a host of a TV talk show "Dr Phil" on another TV screen ; though the content might not matter much as the paper researches the conversational topicalization patterns occurring in the episode , it is worth noting that part of the talk in it is about Oprah Winfrey who also hosts " Oprah " TV talk show. The models of analysis adopted are Button and Casey (1984) Sacks (1978) , so as to show the institutional topicalization nature of conversation unique to TV talk show programs as institutional-talk .

## Objectives :

Through using conversational analysis tools of investigation , the paper aims at :

1. Describing the overall topical structure of a TV talk show , as related to topic boundaries, topic shifts , and topic initiations .
2. investigating how topics are managed and organized in a TV talk show .
3. consequently , finding out how conversation in a TV talk show has its own orderliness of "topicalization" as one of the institutional-specific distinctive

features characteristic of this TV talk show as a highly organized institutional talk. A topical schema can be detected and then sketched in a diagram .

**Procedure :**

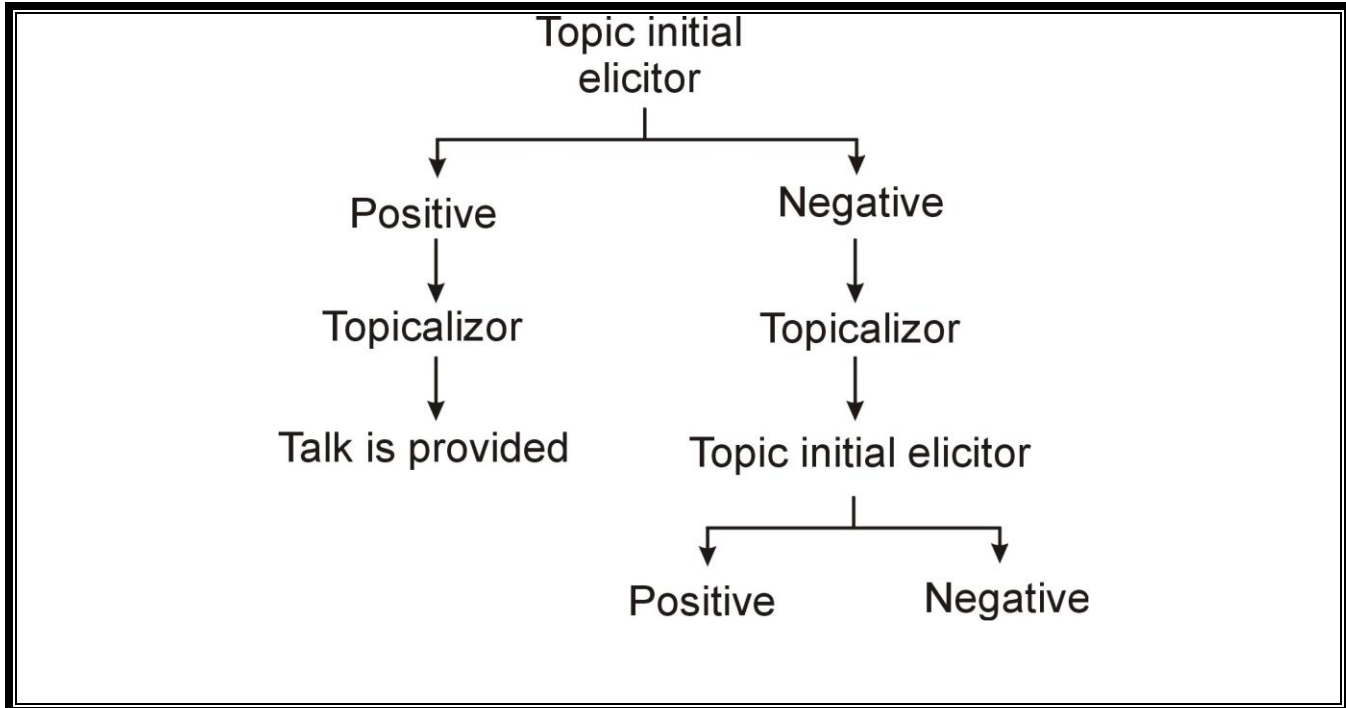
The paper is a qualitative study that examines topicalization in the transcript of a TV talk show episode . The turns of the conversation in this episode are all numbered for analytical purposes. The general topical structure is to be drawn through the investigation of both :

1. **topical boundaries and topical shifts all through the episode : the model of analysis adopted is Sacks (1978) who distinguished between "stepwise transition" in which one topic flows into another, and "boundaries" or "disjunctive movement" in which the closure of one topic is followed by the initiation of a new one .**
2. **and , topical initiation process in the different topics of the episode : the model of analysis is Button and Casey (1984). They identify a particular type of utterances, which they term 'topic initial elicitors'. These initiate a three-turn sequence in which a topic is offered by the initiator ; these are :**

**A. The first part consists of a topic initial elicitor, which has the possibility of presenting a .newsworthy event**

**B. The second part is of two options made by the speaker: either positive or negative .response by making no-news reports**

**C. The third part is a topicalizer, which topicalizes the prior possible topic initial and provides for talk on the reported event. The third part occurs when the option of the second part is a positive answer. If there is a negative answer, a topic initial elicitor is produced once more and recycles the sequence again until a newsworthy event is : reported . Al-Jassim has clearly shown this model in the following diagram**



### Topic Organization

(after Al-Jassim, 1998: 34)

## Literature Review :

### 1. Conversation as Communicative Activity :

Communication is , on the whole , seen as the transmission and reception of information between both the source of this information and the receiver through the use of a system of signals . This involved system is language (Crystal , 1998:72) . For Cherry , this system is viewed as "sets of rules of sign usage" with which one communicates his/her ideas , beliefs , information , opinions emotions ... etc . (1978: 4) . Moreover , Dimpleby and Burton (1985:7) provided four categories of communication : *intrapersonal* as to-the-self type of communication , *interpersonal* including all human interactions whether face-to-face like interviews or through a communication tool like telephone conversations , *group communication* where limited number of people interact , and *mass communication* where large numbers of people are involved like media communication . A TV talk show can be included within more than one type of this classification since it is a simultaneous talk-in-interaction ( or interview ) between a host and one guest or more , which occurs in a media setting where mass overhearing audience are supposed to listen and can also participate utilizing the technology accessible for them at the moment like email or telephone.

The term "interaction" is frequently associated with communication (and even with conversation) ; it generally includes two components as complementary aspects of communicative acts : *verbal* and *non-verbal* ; the former includes words as discrete entities whereas the latter includes movements , gestures , facial expressions ..etc (Mortensen , 1972 :12) . But, in Allen and Guy's (1987:25) words, interaction is a complex exchange of behaviors of one or more persons. The human interaction process has been described by Heringer (1978:53) as having three components: at least two partners are involved, one partner acts according to a certain component , and the act(s) of the partner who does not begin can be understood as reactions to an act of the partner who begins . To achieve "cooperative interaction" which is the best interaction possible , speakers must follow the set of rules under which such an interaction may occur (ibid : 55) . In discourse analysis studies , interaction is claimed to have no linguistically relevant structure (Malouf, 1995: 7) and whatever interaction structures are discovered , they are only primary results of its situational and institutional factors (Francis and Susan , 1992:13) .

Conversation is a communicative and interactive process that is described by Levinson (1983 : 294) as :

" not a structural product in the same way that a sentence is—it is rather the outcome of the interaction of two or more independent, goal- directed individuals, with tens of divergent interests."

Gale (2000) views it to be a human talk-in-interaction with utterances that construct and maintain social context ; It is setting-driven or locally managed in the sense that participants in the course of an interaction themselves take roles as who speaks , in what order , and for how long <sup>1</sup> . Naturally occurring conversation is identified by Thornborow and Wareing as a "casual" conversation having : *pause and pause fillers* when people pause to organize their thoughts and fill these pauses with fillers like uh , umm , and er , *unclear speech* when people speak very quickly or mumble to

1. see Gale , J .(2000) .Patterns of talk: A micro-landscape perspective . in *The Qualitative Report* [on-line serial] , 4 (1/2) . Available : <http://www.nova.edu/ssss/QR/QR4-1gale.html>.

themselves or produce words and phrases unfamiliar to the hearer , *repetition and recycling* when they talk and repeat sounds or words , or recycle for amendments , *turn-taking* as a way of organizing conversation in order to make "no gap no overlap" , *back channel support* when responding with nodding or with yeah , uhuh , *discourse markers* when people use words or phrases to express uncertainty or disagreement such as "well , you know.." , and *discourse cohesion* when the parts of the conversation topic are interrelated and well-connected (1998 : 123-27) .

## 2. Conversational Analysis (CA) :

This field grew out of ethnomethodology, which is a field of sociology, where the interest is centrally in the ways in which members of a society themselves produce and interpret social interaction ; it is an approach developed first by the sociologist Harold Garfinkel to study ordinary people's methods of making sense of their world ([www.nova.edu](http://www.nova.edu)) ; therefore, in accordance with the dominating sociological and ethnomethodological studies of the human interaction in the late 1960s and early 1970s , Harvey Sacks , with Gail Jefferson and Emanuel Schegloff , in 1978 (see references) introduced their conversation analysis study of the naturally occurring conversational patterns , which has then been adopted as a major and essential methodological approach in the CA field , where they focused on how the flow of conversation goes in an orderly organizational patterns such as turn-taking , adjacency pairs , preferences , pre-sequence and closing sequence <sup>1</sup> . Later, Sacks (1984) also called for the inductive methodologies in CA research which tackle practical observable data so as to develop a "grammar" (metaphorically –used term) as a model to analyze the closely ordered social activities such as conversation (Sacks, 1984:25).

Conversation orderliness has almost been the ground of CA research methodologies which focus on the overall structure of interaction and sequence organization in relation to the setting or the context in which a conversations takes place , as a result , CA studies concentrate on finding the *machinery* , the *rules* and the *structure* behind the orderliness in such contexts (Psathas,1995:2) . But remains "the main goal of CA is to explain the shared methods speakers follow when conversing in society . In this sense , it attaches a great deal of importance to the concept of context" (Negretti , 1999 : 77) . Sacks et al (1978) developed CA approach through studying the orderliness of conversation to uncover its organizational details i.e. finding out how it looks ordered to the observer or analyst and how the participants themselves make this orderliness (Sacks et al . 1978 :290) . Also , Herbert Grice (1975) considered the process of conversation occurrence in society to present four main categories (Maxims) as units applicable in CA : *quantity* , *quality* , *relevance* , and *manner* ([www.devies-linguistics.byu.edu](http://www.devies-linguistics.byu.edu))

CA also includes the study of conversation in its institutional settings when it is seen as a verbal and non-verbal stretch of continuous interaction realized by reciprocal behavior between minimally two people who have mutual intention to communicate freely; it can take place in an institutional settings like religious services, law-courts and the like (Levinson , 1983: 284) . Teacher-student , parliament debate , webchat , and even TV talk shows are all examples of conversation in an institutional settings . Negretti sums up :

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1. see also "Conversation Analysis: A Glossary and Guide to the Literature" . Available at [www.individual.utoronto.ca](http://www.individual.utoronto.ca) .



" CA originated as an approach to the study of the social organization of everyday conduct. The term *conversation* should not mislead the reader . It includes both informal and institutional talk . Therefore , it is particularly suitable to investigation focusing on the communication that takes place in institutional settings , such as classroom ." ([www.llt.msu.edu](http://www.llt.msu.edu) )

In contrast to the "ordinary conversation" analyses , the studies of "institutional talk" which began to emerge in the late 1970s concentrated on the restricted environments of these talks ; as Drew and Heritage put it , these restrictions can be revealed through different manifestations : more limited and institution-specific goals of the participants , interactional contributions take place under certain force of the particular setting , and the common institution- and activity-specific inferential frameworks <sup>1</sup>.

This turn to investigate conversation in its institutional settings has now been pioneered by John Heritage in his attempts to specify its distinctive features constructed and/or imposed by the imperatives of the institutional nature of such a talk ; these imperatives which are evidenced and made real and enforceable for the participants . Through the empirical research , he wants to find out how this mechanism works , and thus , shows the way the participants are managing their interaction as "institutional" and to see how the participant co-construct it as "institutional" and how the interaction advances turn-by-turn as "institutional" , and finally to bring it off as having been an institutional talk .(ibid ) .

### 3. Interviewing :

Interviewing is a dynamic conversational process that depends upon interaction between minimally two persons. People in their real-life situations communicate in an everyday face-to-face interview-like interaction . Usually , an interview consists of questions to be answered in a way to look for information for different reasons . Interviews play a principal role in Mass Media communication where any interview is a way of eliciting information for publication , therefore Mass Media communication is seen as the extension of institutionalized public-making phenomenon that has a continuous mass production and distribution of messages to extremely large groups ; no any other medium but the technologically mediated message systems can disperse such messages to these groups (Van Dijk , 1985 : 16) . The success of an interview depends on different elements shared by the participants : both the interviewer and the interviewee(s) so as to ensure good flow of information <sup>2</sup> . This flow does not go random , rather an interview always follows a certain technique of a structural system , in (Nathan, 1986:87) words :

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1. as cited in the prominent contribution in this regard by Heritage , J. "Conversation Analysis and Institutional Talk : Analysing Distinctive Turn-Taking System" . Available : [www.sscnet.uda.edu](http://www.sscnet.uda.edu)

2. see Gorden, Robert (1987). *Interviewing: Strategy, Techniques, and Tactics* (4<sup>th</sup> ed.). Chicago: Dorsey Press.

" Interviewing techniques tend to be style-specific: type calls for a particular cluster of techniques. The well-prepared interviewer who understands the topic and has selected the appropriate narrator and interview type increases the chance to produce effective interviews"

In Media, Interviews can generally be classified into two types : journalistic and broadcasting .Journalistic interviews are handled to serve the news industry where "hard" news , for example , covering a fire event , a murder , or any other breaking event require highly-organized interviews based on reporting facts , whereas "soft" news assignments such as personality profiles need open-ended, opinion-oriented interviews. The techniques adopted in journalistic interviews are mostly formulated to achieve practical , concrete and efficient goals (Killenberg and Anderson, 1989:37). But compared to broadcasting interview which takes place under institutional conditions , a journalistic one is more flexible in their editing whereas technical nature of a broadcasting interview does not allow the interviewer to have a space to change or alter especially if it is aired live ; sometimes , when the interview has been aired, the interviewee may feel that he/she has been misquoted or even "underquoted" —too little of a statement was used to get its complete meaning across (Garvey and Rivers, 1982:157).

### Data Analysis :

#### 1. Topic Boundary :

Investigation of the episode understudy (see Appendix) includes more than one topic . Each might involve other sub-topics. But , all can be clearly identified through topic boundary moves which indicate the end of one topic and the beginning of another . Usually a topic boundary is marked with a prefacing . The preface is often a background about the next topic . The institutional nature of TV talk show , particularly its own unique TV setting , allows more flexibility for the host to invest other means (like video clips) to provide topic boundaries and prefaces . Examples are :

(104)KING: Our guest is Dr. Phil. His old friend, Oprah, had some problems down in South

Africa. That's our next topic. Don't go away. (BEGIN VIDEO CLIP) .

(124)KING: We'll be back with more with Dr. Phil. What's Dr. Phil think about Britney and

Lindsay and O.J. and more? All ahead, don't go away.

Boundaries or "disjunctive movements" can be noticed in :

(98)KING: One more e-mail and we'll close out this topic and move to others. Mike in San Jose:

"How Much do you think "Dog's" time in prison had to do with his vocabulary? He may have picked up some bad habits in prison, where they use hurtful words like the "N" word."

It can obviously be noticed that the host makes every now and then a "reminder" to the audience in order to maintain their participations . This can be done within the topic boundaries as in the turns (104) and (124) above when the host refers to the guest's name . Other reminders are the turns :

(140)KING: We're back with Dr. Phil.OK, what do you make of O.J.? Does a cloud follow him around or does he produce his own cloud?

(158)KING: We'll be back more with our remaining moments with Dr. Phil. Don't go away.

## 2. Topic Shift :

A topic shift refers to the case that occurs between two contiguous pieces of discourse. In most cases , it takes place when the host moves to a sub-topic, and then returns to the main topic; it is apparent in two cases :

A. When a topic is suspended and a sub-topic is opened as in :

(93)DR. PHIL: No, you can show the -- you can show the headline. That's a pretty good picture of me, actually. But, you know, I hate to advertise that newspaper because they just make -- that's just totally made up. I mean there's no truth in this. Absolutely untrue. I never respond to tabloids if they call and ask for a question. I don't ask about it and I..

(94)KING: (INAUDIBLE).

(95)DR. PHIL: And I understand that..

(96)KING: But what does he do? How does he recoup?

B. When a speaker makes a clarification , like :

(120)KING: Do you think because she is an icon, that people and some of the things we

discussed, others, some of the tabloids, want to knock her down? They're looking for things?

(121)MCGRAW: Well, you know, it -- what sells papers, you know? A name, a face that sells papers is going to be in the papers. That's why you see Tom Cruise and Katie Holmes there in. That's why you see Oprah in there.

Topic flow or shift to another can , smoothly and sometimes clearly , be done through a "stepwise transition" as in the following turns :

(51)KING: We're going to take a break. And when we come back, we'll have a little more on "Dog" and then get to the Oprah situation. Then, lots of other topics. We want to go back real to last night's show with "Dog". He talked about a story his son Chris Heck sold to the "National Enquirer" in June

.....

(162)KING: We have one more e-mail; it's from Lori in Saint John's, Michigan. "Do you ever need advice? If so, where and who do you go to -- where do you get advice from?"

### 3. Topic initiation :

According to Casly and Button's (1984) perspective the utterances that generate topics are "topic initial elicitors" which include three-turn sequence forming a newsworthy event to talk about :

#### A. A topic initial elicitor that initiates a topic :

This is always done by the host who in most cases provides a background or a preparation to the move for the interviewee and the audience about the topic to be initiated through video clips ; or he starts with a question from the audience on an email ; examples are :

(11)KING: Dr. Phil will be devoting his show to it tomorrow. What's your reaction to that? It seemed sincere.

(125)KING: We're back with Dr. Phil. By the way, a quick aside, Dr. Phil and his lovely wife  
are the co-chairmen of Toys for Tots. This is your second year in a row,  
right.

(162)KING: We have one more e-mail; it's from Lori in Saint John's, Michigan. "Do  
you ever  
need advice? If so, where and who do you go to -- where do you get advice  
from?"

(160)CALLER FROM SALT LAKE CITY: Hello, I just have a question for Dr. Phil  
about what  
he said about "Dog" having his show back. If he gets his show back, what  
message  
is that sending? He's not sorry for what he's done. He hasn't showed it,  
anyhow. He  
didn't come on your show today, which he said he wanted to get with these  
big  
leaders and he didn't come to your show today. What about others who  
have reality  
shows who might use that word, and they think, well, he did it and he still  
has his  
show?

B. A positive or negative response that needs to be topicalized : when the  
interviewee's response is negative , the topic flow goes on and sub-topics might be encouraged :  
topicalized turns and positive responses can be seen in the following :

(20)KING: Christopher also took money when he got out of jail...

(21)DR. PHIL: Yes.

(22)KING: ...to say things that he said he didn't mean.

(23)DR. PHIL: Yes. That's what I'm saying. I mean there's something about that family  
dynamic  
that I think they need to pay attention to. I don't know what's going to  
happen here,  
whether he's going to be able to get back on the air and continue to lead his  
family  
and make a living for his family. But I think

.....  
(24)KING: You'd work with him if he...

But if the interviewee's response is negative the host needs to find a way to guarantee the  
conversation flow , so he topicalizes again with sustaining smooth move :

(148)KING: Yeah, we sure are. We had an e-mail about you and your wife divorcing,  
we've

already discussed that, you're not divorcing?

(149)MCGRAW: No. No.

(150)KING: Do you get ticked, by the way, when you read something that's wrong?

(151)MCGRAW: I don't read them.

(152)KING: Or someone tells you?

(153)MCGRAW: Yeah, I hear about it and I just shake my heead. I mean, it's just --

and you

notice always when you this like that, a "source" close to the people or a "friend."

In the view of the analyzed data , a topic is only initiated by the host directly or indirectly through a written medium of communication , viz , email with the host's touches of a question , or through a another communication medium (telephone) where the question can be directly asked to the interviewee .

C. A follow up turn that works to topicalize the previous response : this is clear in the turns :

(24)KING: You'd work with him if he...

(59)KING: And six number one best-sellers, as well. And he's got another book...

But on the part of the interviewee , there are also certain techniques to maintain the flow of conversation like producing confirmation of some sort that prefaces the answer and provides for the talk .. the common techniques are : yes , of course , well , oh , look ,...etc .Examples :

(6)DR. PHIL MCGRAW: Well, first off, we do have a show airing tomorrow about the state of

racism in America.I mean is progress a media phenomenon or is it really happening on the

streets, in the trenches, in the neighborhoods, in the South and in the North or is it just

something that's kind of talked about a lot in the media? We do talk about "Dog" and the

situation that was involved in. We called and asked

.....

(23)DR. PHIL: Yes. That's what I'm saying. I mean there's something about that family dynamic that I think they need to pay attention to. I don't know what's going to happen

here, whether he's going to be able to get back on the air and continue to lead his family

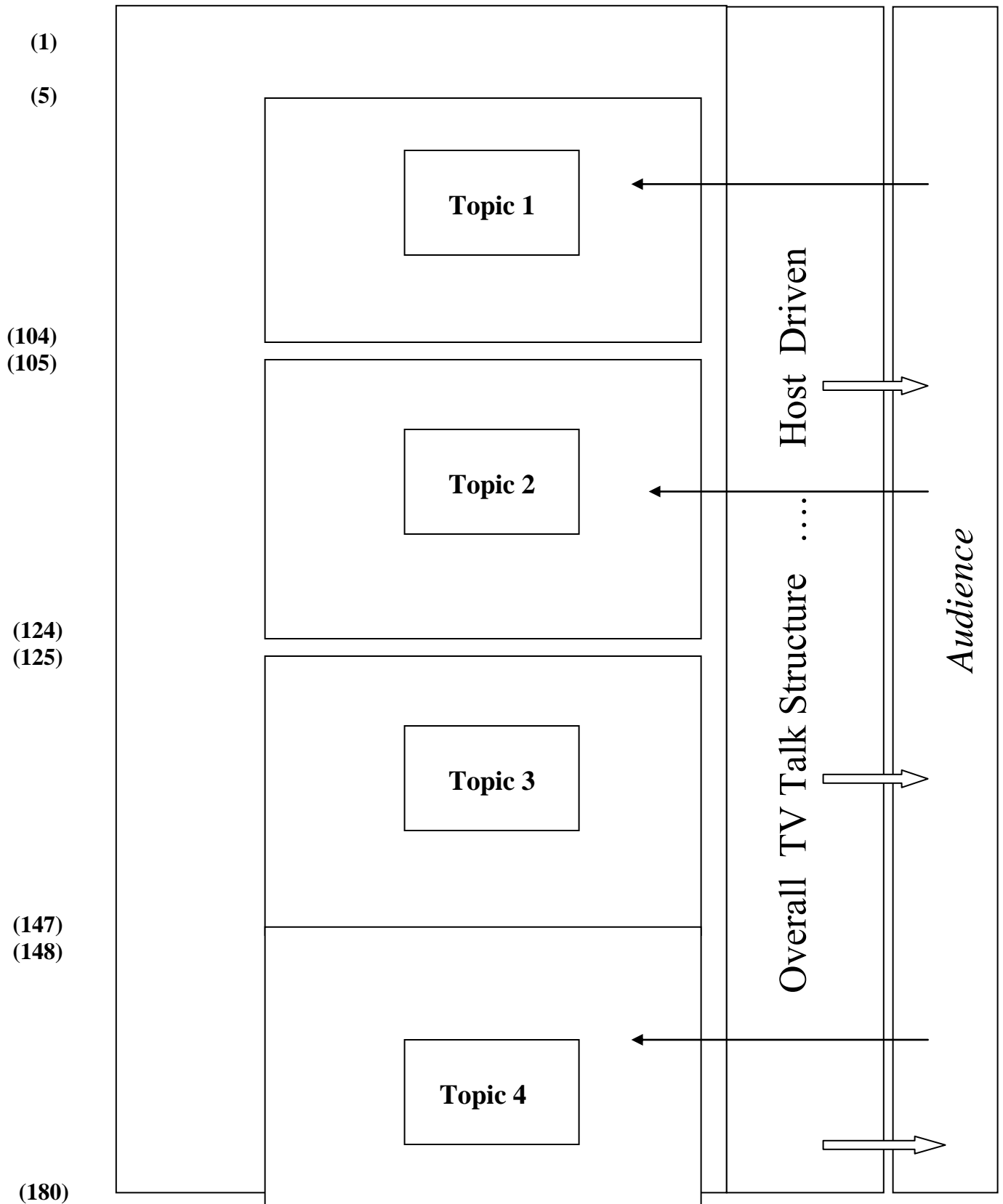
and make a living for his

family.....

(73)DR. PHIL: Yes, there you go.

(147)MCGRAW: Now look, I guess we are in a transparent society, right? I mean, I guess there's -- we're in the biggest information explosion in the history of the world with Internet and YouTube and, you know, all of the different things, where everybody's got a camera, everybody walking around -- everybody's cell phone is a camera and everybody's cell phone is a video camera. And then you got those that have a platform and they go on and do it there. I mean, I think that's a -- we're just living in very interesting times, Larry.

This analysis of the episode understudy can obviously reveal the highly organized structure of a TV talk show topicalization which shows that the program host , making use of all the communication means available within the time span , follows a topical schema that can be sketched in the diagram below a topic . This topicalization schema of the episode representative of TV talk show programs manifests its four topics as part of one general "frame" topic boundary of the whole show program which is strictly driven by the host within the institutional environment and setting . Each topic's boundaries are referred to by the number of the turns it covers. Then , the two types of arrows refer to the communication between the host and the audience : their participation through emails or telephones and the host's reminders for them of the show topics .



*Overall Topical Structure of a TV Talk Show episode*



## Conclusion :

TV talk show topicalization is a highly organized process. It takes place in an institutional environment constituting one of the essential institutional imperatives that features conversation in TV talk show programs as institutional talk-in-interaction. It is a strictly host-driven conversation where the host manages in most, if not all, cases the topical initiations, shifts and boundaries leaving little, or even no, space to the interviewee to take role in topicalizing the show conversation. This results from the institutional constraints under which the program is processed. It is a strictly host-driven conversation that can be sketched in a schema unique and particular to a TV talk show program.

A TV talk show, then, follows its own institutional "genre" of topicalization patterns of conversation. The constraints of time and other constraints specific to media setting, including the utilization of communication technology such as emails and telephones to ensure the overheard audience participations, are good reasons for imposing these especial institutional topicalization patterns of conversations. When any institutional attributes of any conversation can be recognized, it will certainly estrange it from the naturally occurring conversations of everyday-life.

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## APPENDIX

### Transcript of the TV Talk Show Episode

(1) LARRY KING, HOST: Dr. Phil -- he's heard "Dog" beg for forgiveness.(BEGIN VIDEO CLIP)

(2)DUANE "DOG" CHAPMAN, THE BOUNTY HUNTER: I'm very sorry for using that word. Please don't

think any less of me. (END VIDEO CLIP)

(3)KING: Does he deserve it?And what about Oprah's apology for the school scandal?(BEGIN VIDEO

CLIP)

(4)OPRAH WINFREY: This has been one of the most devastating -- if not the most devastating –

experience of my life. (END VIDEO CLIP)

(5)KING: TV's top therapist weighs in.How is sorry working for them?The doctor is in, taking your calls,

too, next on LARRY KING LIVE. Good evening. He's a good friend. He's made many appearances on this program. He's also hosted this program. He's even surprised host this program on one of my birthdays. He's Dr. Phil McGraw, now in his sixth season of the highly rated daytime talk show that carries his name. He's the author of six number one "New York Times" best-sellers. We're going to talk about a lot of things tonight. But in the opening segments, we're going to concentrate on our show last night and the show he's going to do tomorrow. Tomorrow, he has a special show about "Dog," Duane Chapman, the bounty hunter, and what happened to him over the use of the "N" word. We'll be playing some clips from that interview and getting your comments. But what's your overall look at this?

(6) DR. PHIL MCGRAW: Well, first off, we do have a show airing tomorrow about the state of racism in America. I mean is progress a media phenomenon or is it really happening on the streets, in the trenches, in the neighborhoods, in the South and in the North or is it just something that's kind of talked about a lot in the media? We do talk about "Dog" and the situation that was involved in. We called and asked him to come on the show. We got every excuse you can possibly imagine from his people. Oh, you didn't call us soon enough. Oh, yes, we did. We called the day it broke. Oh, we need to talk to the network and see what A&E says. We talked to the network and they said you can do whatever you want. We'll give you clips from the show. We'll help you any way that we can. And then they said, you know, we just don't know what is going to be asked of him over there because, you know, Dr. Phil asks hard questions. I had Reverend Al Sharpton on the show. I had the Bishop T.D. Jakes on the show. I had the mother of the girl that he was disparaging in the phone call on the show. We had one of the correspondents, Jeff Johnson, from BET, that's been involved with NAACP for a long time. We had Naji Ali on there. What better chance? He says I want to talk about this, I want to get it out there, I want to deal with this. So, fine. We've got African-American community leaders. We've got the mother. And they say oh, you know, we're just nervous about it. We don't want to come answer the questions. I mean, come on, what's that about?

(7)KING: He set no pre-conditions here.Anyway, he sat down last night.Let's look at some of what he said,

and then I want to get your reaction. Watch.(BEGIN VIDEO CLIP)

(8)D. CHAPMAN: I've been here several times sitting in front of you. Tonight, it felt like I was coming to the electric chair.

(9)KING: Really?

(10)D. CHAPMAN: I'm sorry -- to tell you personally, first of all, I'm very sorry. I know you had, also, a lot

of faith in me. I'm very sorry for using that word. Please don't think any less of me. And I'm going to fix

it. A way to fix this and where it would never happen again and, you know, how sorry I really am to say

that. And try not to use any excuses why I would have said it, but to never say it again.

(END VIDEO

CLIP)

(11)KING: Dr. Phil will be devoting his show to it tomorrow.What's your reaction to that?It seemed sincere.

(12)DR. PHIL: Well, look...

(13)KING: You're a better judge than me.

(14)DR. PHIL: Well, one of the things I always look at is whether somebody is sorry for what they've done

or sorry that they got caught doing what they've done. And I think there's an element to that both ways

here.But I'll tell what bottom line, I think. I don't think that Duane Chapman is a racist, to tell you the

truth. I don't think that. I would have said that to him if he had come on the show and faced the leaders

that we had there that had questions for him. I think what he is, is highly insensitive. You know, he says I

used this word -- and it's not -- it's not just a word, it's the attitude that goes with it. It's an insensitive

attitude. I don't think he's a racist. I really don't think he means what he's saying in a derogatory way. And

I know there will be a lot of people that disagree with me, because there was such a rancor in what he was

saying in that tape. And I could argue both sides of that.But I think it's really more a matter of

insensitivity. Look, this is a guy that has a seventh grade education. He grew up without a lot of exposure

to some of the things that might have triggered his thinking.But I think he's very intelligent. I think he's

very industrious. I think he's a very hardworking guy and I don't think he's an evil guy. And I'll tell you

what else I think. I don't think they should cancel his television show. I think this is a guy that should own

up to what he's done. I think he should step up to the wrong that he's done and then I think he should put that behind him, hold himself to a higher standard and move on. So I basically support him having another chance.

(15)KING: A very strong statement. Now, you have always discussed family effect. Now, the incident

obviously affects "Dog's" " family. Let's look at what he says about what his wife said to him. (BEGIN

VIDEO CLIP)

(16)D. CHAPMAN: My wife is very ashamed. I mean she's, you know, as far as being the big mouth in the

family, it's usually Beth. You know, I'm like usually, honey, you know, slow down. And she's like you're

out of character, you know? You -- I can't believe -- and today she said you have shamed the family. And

I'm like, you know, I'm very sorry. And she's like, big daddy, then prove it. So I'm trying to prove it. (END

VIDEO CLIP)

(17)DR. PHIL: Well, he will or he won't. And I mean one of the things that bothered me most about this, you

know, first off, I've got real issues about the fact that this was a private conversation made public. I didn't

think that should happen here. I didn't think it should have happened with Alec Baldwin. I think there are

times and situations -- and you know I've been involved in these things. I think that there is a real problem

in this country

with a violation of our privacy. And I don't think that conversation should have been made public. And

what bothers me is what's going on with the father/son dynamic here that a son would go -- attempt to --

he's got to know -- I think the rumor is 15,000 bucks that the kid got for this. And in so doing, may well

have destroyed the entire family's livelihood over \$15,000. Now, if he had an issue with his dad, look

him in the eye and say it. But I wonder what's in the family dynamic that a kid would go do that and

destroy his whole family.

(18)KING: Here's the other -- what the other son, Christopher -- he joined us on the show and Tucker didn't.

Here's what Chris had to say. Watch. (BEGIN VIDEO CLIP)

(19)CHRISTOPHER HECK, DUANE CHAPMAN'S SON: I don't think that Tucker understands the kind of

devastation this is bringing to our family and to my father and to my dad's heart. And that's why I'm here,

is to help my dad and let people know that this is not "Dog". "Dog" is a good man. He has many followers

out there (END VIDEO CLIP)

(20)KING: Christopher also took money when he got out of jail...

(21)DR. PHIL: Yes.

(22)KING: ...to say things that he said he didn't mean.

(23)DR. PHIL: Yes. That's what I'm saying. I mean there's something about that family dynamic that I think

they need to pay attention to. I don't know what's going to happen here, whether he's going to be able to

get back on the air and continue to lead his family and make a living for his family. But I think there's a

point at which you've got to sit down and say what's going on here that I am -- that my kids are willing to

sell me out for a mere pittance? I mean that tells that me there's a lot wrong in that situation, and I hope he

addresses that. I would help him address that. I truly would. You don't ever stop parenting your kids -- I

don't care if they're adults or not -- you don't stop parenting your kids. And it's still going on in this family

and it needs to go on.

(24)KING: You'd work with him if he...

(25)DR. PHIL: I would. I don't have anything against him. I don't know whether he was involved with his

people giving us all of these excuses and that sort of thing. But I think when a guy stands up and says I

want to be accountable, I want to look people in the eye and answer this and you bring Al Sharpton and

T.D. Jakes and Aji Ali and Jeff Johnson and the mother of the daughter that he disparaged -- that has now

become national -- I would think he would take an opportunity to look that mother in the eye and say, hey,

I said it was about her character. I'm sorry I said that or here's what I mean or whatever. I mean, come on,

you've got to step up and own it.

(26)KING: Dr. Phil is our guest. By the way, if you missed our "Dog" the bounty hunter interview last night,

you can download it. It's available at [CNN.com/larryking](http://CNN.com/larryking) or on iTunes -- "Dog," the bounty hunter, in his

own words -- an emotional, powerful mea culpa. Download it at [CNN.com/larryking](http://CNN.com/larryking) or iTunes. As we go

to break, here is a preview of tomorrow's "Dr. Phil."

(BEGIN VIDEO CLIP FROM "DR. PHIL," COURTESY PETESKI/CBS TV DISTRIBUTION)

(27)DR. PHIL: We invited "Dog" the bounty hunter to be here. We told him, Reverend Sharpton, that you

were going to be here; that you, Bishop Jakes, were going to be here; that Monique's mother was going to

be here; and this was the opportunity for him to come and talk and ask questions. And he declined it. In

fact, I think he ducked the interview. His people said well, I don't know, we don't know what you're going

to ask him. We don't know what you're going to say. Well, you don't know what I mean going to say, but

we did know what you did say. And this was the opportunity for him to come here and answer these

questions. (END VIDEO CLIP)

(COMMERCIAL BREAK)

(BEGIN VIDEO CLIP FROM "DR. PHIL," COURTESY PETESKI/CBS TV DISTRIBUTION)

(28)DR. PHIL: I've got here a list of your recordings as recently as 2006 from "Act A Fool." And I don't

know -- you can't read that here, but... (LAUGHTER)

(29)UNIDENTIFIED MALE: Well, I'm going to tell you what -- I'm going to tell you...

(30)DR. PHIL: Well, it's -- well, let me just tell them what it says. It says I could give a (EXPLETIVE

LANGUAGE) about an (EXPLETIVE LANGUAGE) got say about me.

(31)UNIDENTIFIED MALE: Yes.

(32)DR. PHIL: And in 2005, in the record "About 'dat (ph)," (EXPLETIVE LANGUAGE) hear this -- I want

(EXPLETIVE LANGUAGE) to mug (EXPLETIVE LANGUAGE).

(33)UNIDENTIFIED MALE: Well, I...

(34)DR. PHIL: What -- what -- what -- what's up with that?

(35)UNIDENTIFIED MALE: OK. (END VIDEO CLIP)

(36)KING: Last night, we started a quick vote on CNN.com/larryking. The question was, "Do you think

"Dog's" " show should be off the air?" "Dog" said he'd be happy if 90 percent voted no. Well, we've kept

the vote up, and with over 117,000 votes, 87 percent have voted no -- meaning "Dog's" " show -- they

want "Dog's" " show to stay on the air -- 87 percent. Here's a clip, Dr. Phil, of "Dog" talking about his

feelings toward his son Tucker, who brought this whole thing to light, who taped him and gave the tape to

"The Enquirer". Watch. (BEGIN VIDEO CLIP)

(37)KING: How angry are you at Tucker? By the way, did you call him or him call -- he call you on that?

(38)D. CHAPMAN: That day, I think I called him. Yes, sir.

(39)KING: How mad are you?

(40)D. CHAPMAN: Well, I'm glad you said that. You know, I went to the Lord and said, you know, Lord,

forgive him, because he doesn't know what he's doing. You know, how can you -- how mad can you get at

you own kid? You can't hate him. You can't hate him. I'm disappointed and wonder where -- did that -- did

that traitor stuff come from prison? (END VIDEO CLIP)

(41)KING: Is that strange to you, Dr. Phil?

(42)DR. PHIL: Well, it's very strange to me. I think that, you know, this is...

(43)KING: And the son tapes you.

(44)DR. PHIL: ...this is the second son that has done this. And I think that is a sad thing for Duane to have to

deal with. And, again, I think it's terrible that a son would do that to a father. And I think it's terrible that

we have media out there that will take that and exploit that. I think private conversations -- where there

is an expectation of privacy and a private conversation between a father and a son -- could and should

remain private. Now, that doesn't mean that what he said in the conversation is OK. And once it's out

there, you have to deal with it. But I have never heard him say that in public. I've never seen him expose

that attitude on the air in anything I've ever seen. Look, he grew up on the streets. I grew up on the streets

a lot. The language out there is rough. The language out there is tough. And I think he knows it's one way

one place and somewhere else the other. And I think his son got him at his worst moment. And, you know,

who among us wants our private conversations to be broadcast, whether it's with your wife or your kids or

your parents or whatever? I think that's terrible. I think it's absolutely sickening.

(45)KING: We have an e-mail from Kerry in El Paso, Texas: "How do you think Mr. Chapman should

explain the situation to his own younger children? They're probably hearing all kinds of things at school.

What's the best way for him to approach it with them?"

(46)DR. PHIL: I think this is a great opportunity for him to recognize that children learn what they live. I

think it's a great opportunity for him to sit down with them and say I did something I shouldn't have done.

I was insensitive in my language about other people and it causes pain and it causes hurt. And don't you

do that. I want to be a good example to you. And if I've been less than a good example, I want to

apologize for that. I want to set the record straight. Don't do what I have done, because it hurts innocent



people.

(47)KING: Another e-mail from Tammy in Columbia, Missouri: "Why is it OK for blacks to use any "N"

word, but when a white person does it, they feel offended?"

(48)DR. PHIL: Well, there are a lot of ways that you can answer that question. But I was asking Master P

about that...

(49)KING: (INAUDIBLE).

(50)DR. PHIL: ...in the clip that we looked at when we came back. And Master P, by the way, is a terrific

guy. I think he's a bright, energetic, forward thinking guy. And when I asked him about that, he said, "I

am wrong for doing that and I will not do that again." And he just did an album with his son, Little

Romeo, that doesn't have one profanity in it -- one racial comment in it whatsoever. I think he's really

believed that it's time for him to provide leadership for that. He came on the show. He answered questions

about that in a very honest and good-natured way. And I think he is calling for other rappers -- other

artists to step up and take that out of their vocabulary, take it out of their lyrics and find out when they do,

people will respect them for it. They won't lose record sales when they do that. I think they'll gain a

market. I think they'll gain an audience and I think they'll gain respect. It's not OK for them to do it.

(51)KING: We're going to take a break. And when we come back, we'll have a little more on "Dog" and then

get to the Oprah situation. Then, lots of other topics. We want to go back real to last night's show with

"Dog". He talked about a story his son Chris Heck sold to the "National Enquirer" in June. "Dog" claimed

"The Enquirer" told Chris that they didn't care if it was true or not -- they just wanted a destructive story

about his dad. "The Enquirer" contacted us today, acknowledging they paid Chris for that story, but

denying "The Enquirer" encouraged or sanctioned him to lie. "The Enquirer" also gave CNN a copy of

what appears to be a lie detector test taken by Chris. The test questions were about the information that he

gave "The Enquirer". The copy states his answers were truthful. Chris claimed on this show -- and

continues to claim -- the results were inconclusive. We contacted the company that conducted the test.

They had no comment. And none of this has anything to do with the topic of late -- the tape of "Dog"

using the "N" word. That was sold to "The Enquirer" by "Dog's" " other son, Tucker.We'll be right back.

(COMMERCIAL BREAK)

(BEGIN VIDEO CLIP FROM "DR. PHIL," COURTESY PETESKI/CBS TV DISTRIBUTION)

(52)DR. PHIL: You're either that insecure...

(53)UNIDENTIFIED FEMALE: I'm insecure (INAUDIBLE)...

(54)DR. PHIL: ...or you're that arrogant, I mean, to think that this show is all geared up to go against you.

Do you think you're boring -- the real you is boring?

(55)UNIDENTIFIED FEMALE: I'm probably boring, but I think I'm evil.

(56)DR. PHIL: And I didn't hear one shred of remorse.If you are intellectually superior then, therefore, I am

intellectually inferior. (END VIDEO CLIP)

(57)KING: That's "Dr. Phil" at his best.That show is in its sixth year.Congratulations.

(58)DR. PHIL: Thanks.We've been at it a long time, haven't we?

(59)KING: And six number one best-sellers, as well. And he's got another book...

(60)DR. PHIL: It's like the blink of an eye with what you've been doing, though.

(70)KING: Yes.

(71)DR. PHIL: What have you been at this 150 years?Is that...

(72)KING: CNN, 22.

(73)DR. PHIL: Yes, there you go.

(74)KING: Do you think the word "N" word is racist in and of itself?

(75)DR. PHIL: Well, I do. And it's not just that it's those letters in that combination. It represents an attitude.

It represents a condescension. It's -- it comes with a lot of emotional baggage. And when you say that, I

think in most contexts -- and I may -- there may be some context in which it can be actually a term of

endearment among colleagues, friends, teammates or whatever -- but I think in 99.9 percent of the

situations, I think it's emotionally loaded. I think it's hurtful. I think it's painful. And I think it's a negative

thing.

(76)KING: "Dog" has truly made something out of nothing, out of what his life was like as to what he had

become.He talks about that. Watch. (BEGIN VIDEO CLIP)

(77)D. CHAPMAN: They know that I've worked my whole life to be someone. I really was a nothing. I really

was a convict scum. I went to prison in my 20s for a murder I didn't do, but I sat in a Texas penitentiary.

Anthony Robbins helped like remold me. I had a dream to become a performer and to make people smile

and laugh. I really had a goal to do something. These guys are tearing me down, trying to destroy me.For

what reason? To sell papers? I would never want to threaten anybody, but get off of me. I'm not racial. Go

on to someone else that might be.

(END VIDEO CLIP)

(78)KING: Can he overcome this?

(79)DR. PHIL: He can overcome it, but he's going to have to be honest and he's going to have to be willing to

answer questions from people that are affected by this. I mean he's going to have to be able to talk to

people in the African-American community. And he's going to have to start with -- you know, he's saying

they're trying to destroy me. They didn't start this. He started this I don't like the tabloids. There's nothing

about them I like. I think they're...

(80)KING: They've been rough on you, haven't they?

(81)DR. PHIL: Oh, they're on me all the time. I'm on one of the covers this week, supposedly having racial

strife with my wife because I'm jealous of her.

(82)KING: Racial strife? (INAUDIBLE)?

(83)DR. PHIL: No. No. I'm having -- that we're having marital strife, not racial strife.

(84)KING: Oh.

(85)DR. PHIL: .because I'm jealous of her. And I mean how ridiculous is that? You know Robin. You know me.

(86)KING: She's sitting right over there.

(87)DR. PHIL: She's sitting right over there. We've been married 31 years. But...

(88)KING: Wait a minute. I think that (INAUDIBLE). "Dr. Phil Divorce Blow Up."

(89)DR. PHIL: Well, that's it. Yes. I mean I...

(90)KING: "The Globe."

(91)DR. PHIL: I hate to even show the name of the paper

(92)KING: OK.

(93)DR. PHIL: No, you can show the -- you can show the headline. That's a pretty good picture of me,

actually. But, you know, I hate to advertise that newspaper because they just make -- that's just totally

made up. I mean there's no truth in this. Absolutely untrue. I never respond to tabloids if they call and ask

for a question. I don't ask about it and I...

(94)KING: (INAUDIBLE).

(95)DR. PHIL: And I understand that...

(96)KING: But what does he do? How does he recoup?

(97)DR. PHIL: At this point, he has to answer the questions and he has to continue to say I've simply got to

make a change. That's wrong. Should he be destroyed over this? Should his show be taken away from

him? Should he be sent packing? Actually, I don't think so. I think what he needs to do is show that he can

admit that he's wrong, step up and actually do some good with that. And show, look, I've learned a hard

lesson here and let me teach it to those who look up to me, those who admire me that maybe do the same

thing I do. Let me say, that that's wrong. I think he could actually turn this into a positive for a lot of

people that might look up to him.

(98)KING: One more e-mail and we'll close out this topic and move to others. Mike in San Jose: "How much

do you think "Dog's" time in prison had to do with his vocabulary? He may have picked up some bad

habits in prison, where they use hurtful words like the "N" word."

(99)DR. PHIL: He knows the difference between right and wrong. You know, look, we learn what we live.

We learn what we're exposed to. And I have no doubt that this kind of language is more common in the

world that he's grown up in than if he had grown up in some other culture or some other segment of our

society. He's a grown man. He knows the difference between right and wrong. He just needs to say that

was wrong, I'm going to require more of myself and I am going to be an open book. I'm going to be

transparent about this and if you want to chase me down and try to shove a mike in my face or try to

sneak up there with a mike, you're going to find it boring, because I'm not going to do that. He can make that

resolve. He can move on and he can go forward with it.

(100)KING: (INAUDIBLE).

(101)DR. PHIL: But he's got to admit that it is wrong, that there's not an excuse, that he's not a victim, own it

and then move on.

(102)KING: So you're saying, in a sense, he could turn it around and make life better?

(103)DR. PHIL: Well, I think he can use this -- this circumstance, this event in his life. There are a lot of

people that admire him. There are a lot of people that are fans of him. He came from nothing. He did

create something. A lot of people look up to him for that. Use that platform to give a good message. Give

a solid message and move on.

(104)KING: Our guest is Dr. Phil. His old friend, Oprah, had some problems down in South Africa. That's

our next topic. Don't go away. (BEGIN VIDEO CLIP)

(105)UNIDENTIFIED MALE: An emotional Oprah Winfrey is speaking out for the very first time about the

abuse scandal at her school for underprivileged girls in South Africa.

(106)WINFREY: It has shaken me to my core.

(107)UNIDENTIFIED MALE: And Oprah is tackling the fallout from claims that a dorm matron at the Oprah

Winfrey Leadership Academy for Girls allegedly did the unthinkable -- abused some of the girls in her care.

(108)WINFREY: I am a momma bear when it comes to protecting my children.

(109)UNIDENTIFIED MALE: Now, the humiliated suspect faces charges and an angry Oprah is promising

the world that she's going to clean house at her school. (END VIDEO CLIP)

(COMMERCIAL BREAK)

(110)KING: Our guest is Dr. Phil, sometimes host of this show, a frequent guest on this program, always good

to have him. And now, we move to the topic of Oprah. Who, you told me off the air and we will discuss on

the air, you have counseled in this current crisis in her life.

(111)DR PHIL MCGRAW, PSYCHOLOGIST: Well, we've talked about this. And you know, I don't think

Oprah needed any counsel because she is a woman of such deep resolve about what she is doing with this

school, I think she was absolutely devastated by what took place there. And let me tell you, she has been

an absolute model, which is why I say she doesn't need counsel. She is the counselor, she is the example

here. When she set the school up, they really did their homework, they really invest vetted this thing and

put together such a great staff there. And their focus was protecting these girls from predators outside the

school. But, what we don't realize sometimes is that those most dangerous comes from the inside-out and

that's what happened here.

(112)KING: What was she getting from you? What does she want? A shoulder?

(113)MCGRAW: Well, you know, she was taking a lot of flak in the media. People had asked me to -- if I

would weigh in and talk about this, just as you're asking me now. And the "Today" show asked me to

come on and talk about this, and I talked to Oprah before I did that. You know, we talk frequently and

then so I said, you know, they want to talk about this. And she said: I wish you would do that. I want you

to do it. I'd like for you to go speak for me at this point because I cannot talk. Because at that time,

charges had not been filed, arrests had not been made and people were saying: why won't she talk about

this? She was chomping at the bit to talk about it and they said: Oprah, please don't, you will jeopardize

the investigation, you will cause us to not be able to go forward the way we want to go forward. So, she

couldn't do it, but I could do it.

(114)KING: She held a news conference. Let's watch a little excerpt. (BEGIN VIDEO CLIP)

(115)OPRAH WINFREY, TALK SHOW HOST: Knowing what I know now, the screening process was

inadequate. Although, I do know for every person that is hired at the school, there is both a criminal and

civil background check, but I was not directly responsible or in charge, although the buck always stops

with me, of hiring the dorm parents, but we are going to redefine what that position should mean and what

the qualifications for that position should be. (END VIDEO CLIP)

(116)KING: How is she dealing with it emotionally?

(117)MCGRAW: Well, first off, she's being too hard on herself there, because I have told her and I've told

others that even someone with my training, a psychologist, a psychiatrist, a social worker cannot always

see around corners for these people. They are slick, they are good, they are manipulators, it's what they're

all about. And you know, she's saying it was inadequate. Based on results, it was inadequate, but it was

absolutely gold standard in terms of the screening. And at this point, people are saying, you know, has this

deterred your commitment to this school? She has redoubled her commitment to this school, if that's

possible, because she is so passionate about giving these girls an opportunity, a leg up in this world to

overcome such terrible circumstance. It absolutely destroyed her. I mean, it was devastating to her. She

told me that, she said her mood was sorrowful. And she said: it was the most devastating thing that ever

happened to her in her life. And you know, that's a lot to say because there have been some tough times in her life.

(118)KING: And she did score a point on the upside that 15 students came forward.

(119)MCGRAW: Because she went in and made -- you know, so often, children that are subjected to this kind

of abuse, have a feeling of guilt and shame. She went in, took the principal off the grounds, took

everybody that could possibly have any leverage over these girls off the grounds, brought in an

international investigation team, and made it absolute just bright light open, no guilt, no shame, no

recriminations, come forward and talk about this, you will be received with open arms, comfort and

understanding. And so, in that environment that she created, they were able to come forward and talk

about it so the healing could begin. And now, the psychologist, the counselors, the supporters are in there

helping not only those students directly affected, but those that watched this take place so they can see,

we can talk about this, there is an accepting system.

(120)KING: Do you think because she is an icon, that people and some of the things we discussed, others,

some of the tabloids, want to knock her down? They're looking for things?

(121)MCGRAW: Well, you know, it -- what sells papers, you know? A name, a face that sells papers is going

to be in the papers. That's why you see Tom Cruise and Katie Holmes there in. That's why you see Oprah

in there. You get someone that has high reconcilability, that's who they're going to write about. They're

not going to write about the guy at the 7-Eleven. You're not going to see him on the cover of the paper if

he's involved with something like that. So, you know, there is that mentality in America, build them up

and tear them down, build them up and tear them down. Oprah is not perfect and she -- you know, that

school is not perfect, but I tell you what, it comes close. And it's absolute gold standard for not only how

these things should be set up to begin with, but how they're handled when there's a problem. You always

get lawyer speak, corporate speak. You didn't get that from Oprah. She went in and said, I don't care about

liability, I want to know what happened here, I want to bring in independent investigators and help these girls.

(122)KING: Will the school recover recover? Will future parents send their children?

(123)MCGRAW: I don't think there is one question in the world that this school will thrive, that this school

will continue to build and grow. And I think so many of the parents there have such terrific respect for

what Oprah has done and how she's responded to this. I don't think they expect her to see around corners,

to be perfect. And I think so many parents have stepped forward and thanked her for her candor in this,

thanked her for her pro-active actions in terms of setting up safeguards in the future. I think the school is

terrific. And look, everybody knows Oprah and I are good friends. I don't pretend to be objective about

this, but I know her well, as you know, I've known her for, gosh, I guess, like 12 years, now. And I tell

you what, she's good people, there's just no two ways about it.

(124)KING: We'll be back with more with Dr. Phil. What's Dr. Phil think about Britney and Lindsay and O.J.

and more? All ahead, don't go away.

(COMMERCIAL BREAK)

(125)KING: We're back with Dr. Phil. By the way, a quick aside, Dr. Phil and his lovely wife are the co-

chairmen of Toys for Tots. This is your second year in a row, right.

(126)MCGRAW: You're right, our second year in a row. This is all about the United States Marines. They're

the backbone of this thing and this is their 60th anniversary, I believe it is. And last year, they asked us to

get involved, to raise the profile and use our platform to draw attention to it. All together we were able to

collected 19 million, 200,000 toys distributed to almost 18 million kids. So, 19 million toys, 18 million

kids, but there were still kids left without toys. So really, if there's a Toys for Tots campaign in your

community, do it. Us it, give

money, give toys... (CROSSTALK) Ho, the Marines, they're fabulous.

(127)KING: OK, Britney Spears, seems to dig herself out of trouble. You said, do you think she's in serious

trouble, maybe needed to be committed. In fact, back in October, you said a few things on this program.

Watch. (BEGIN VIDEO CLIP)

(128)MCGRAW: What she needs to do to get these kids back is make eye contact with this judge, say: I get

it, I totally get it. You given an order, you write a motion, it will become my to-do list. I won't do this

because you're making me do it, I will do it because I want to be the best possible mother I can. She's to

look at it as a to do-list, show this judge she respects the authority that's there and do the things that she

needs to do to get herself back on track, and that means sobriety, focus on the kids and step out of the

limelight. (END VIDEO CLIP)

(129)KING: Now, she is a talent. What's her problem?

(130)MCGRAW: Well, you know, I think she got so much so fast. You know, she got famous when she was

like 15, 16 years old and at that point, your whole world changes, your value development changes. She

has some assets here that a lot of these young stars that are in trouble don't have because she's got family

that is solid. I mean, her mother, Lynn, who I know, is a solid down-to-earth woman with good values.

But, you've got to have access to them. At this point, I think you've got somebody out there with a 15- year-



old mentality with way too much money, way too much influence, and now, I mean, running around in front of the paparazzi, doing the idiotic things that she's doing, I mean, that's like the popular girl in high school. It's just we're in Hollywood high out here and you get addicted to that sort of thing. And I worry about her safety and I worry about those children.

(131)KING: What does it do to the kids?

(132)MCGRAW: Well, I think that there's no question that the children suffer. What children do learn what they live. You want a mother that is there, is plugged in, is attentive, has those kids' interests above her own, focuses on them, and I'm not convinced that that's happening and I'm not convinced that the monitors that the court sent over there believe that that's happening, I'm not convinced that the judge believes that that's happening and I don't think that we've seen the bottom on this thing yet.

(133)KING: Lindsay Lohan's dad, Michael, was on this show in July, talking about his relationship with his daughter. Watch. (BEGIN VIDEO CLIP)

(134)MICHAEL LOHAN, LINDSAY'S FATHER: Everyone around Lindsey, especially her parents have a direct bearing on her life. And I made some really stupid choices in my life. I made some mistakes. And I can definitely identify with what she's going through, because when I was torn from my family, I reacted the wrong way. My family are the most important thing in life. I love my children, always did and always will. And I was -- contrary to what people say, I was always there for my kids. The problem was, when I was taken out of their life the way I was, I reacted the wrong way. And whether it was to numb the pain or drown the sorrow, I was wrong. (END VIDEO CLIP)

(135)KING: There's another (INAUDIBLE) Lindsay Lohan, some major talent. Where is she going? What's the effect of the parents?

(136)MCGRAW: Lindsey's been on my show. I know her. She was an absolute delight. She was a professional. She showed up on time, was gracious, worked hard, did everything she could possibly do. And I think it kind of started unraveling, you know, shortly after that. And you know, I worry about these parents that get up and say these things: I love my children, I would die for my children. You know, it's

not about dying for your children, the question is, will you live for them? Will you be a good example?

Will you provide some input and some values at that say, it's a not all about me all the time. You know,

parenting is not just a noun, it's a verb. Parent is not something you are, it's something you do. And it

comes with sacrifice and it comes with putting yourself second and saying: I'm going to stop what I'm

doing if it's hurting my children and kind of plug in, in some way. And you know, you have little kids, I

see you out spending time with them and walking with them and doing things. I'm sure you'd like to be

home with your feet up, but you have to do what you have to do.

(137)KING: You got to do -- you're so right. MCGRAW: We'll take a break and we'll come back and talk

about O.J. Simpson. But, before we go to our break, let's go to Anderson Cooper with a preview of AC-

360 at the top of the hour. Anderson, what's up?

(138)ANDERSON COOPER, AC-360: Hey Larry, thanks very much. Yeah, coming up on 360, O.J. in court.

Today, he listened to a friend on the stand, a friend who said Simpson robbed him at gunpoint in a Las

Vegas hotel room. Hey, well, who needs enemies when you can have friends like that? Is there enough

evidence to send the case against Simpson to trial? That's what the judge is trying to determine, that's

what we'll talk about tonight with CNN senior legal analyst and O.J. expert, Jeffrey Toobin. We're also

taking a different look at our "Planet in Peril" investigation. More than 15 million of you watched this

documentary, generated a lot of questions and controversy, we're going to tackle both tonight, our panel

of global warming experts and skeptics answering your questions. All that at the top of the hour -- Larry.

(139)KING: That's Anderson Cooper, 10:00 Eastern, 7:00 Pacific. We'll be back with Dr. Phil right after this.

(COMMERCIAL BREAK)

(140)KING: We're back with Dr. Phil. OK, what do you make of O.J.? Does a cloud follow him around or

does he produce his own cloud?

(141)MCGRAW: This guy is producing his own weather systems. I mean,

come on, this guy -- I mean, how arrogant is it to be involved in what -- you know, we don't know what --

whether he asked for guns to be brought in or he didn't, that's going to be a big controversy, but the very

fact he was in that situation, and I don't believe that's even contested, he was definitely there -- come on, if you

have a problem with somebody, you follow the law, you go call somebody, you get some help, you deal with it.

(142)KING: And a friend testifies against him today.

(143)MCGRAW: Yeah, you don't have friends when you behave that way. Those aren't people that have

principles and values that are going to be involved in that kind of activity with you. I don't know those

people but, who would go do that with him. Come on, I mean, what kind of friends do you expect?

(144)KING: Ellen DeGeneres, she's always upbeat and funny, seemed to have a public breakdown on

television because of an adopted dog. Let's take a look. (BEGIN VIDEO CLIP)

(145)ELLEN DEGENERES, TALK SHOW HOST: I thought I did a good thing. I tried to find a loving home

for the dog, because I couldn't keep it. I was trying to do a good thing. And because I did it wrong, those

people went and took that dog out of that home and took it away from those kids and I feel totally

responsible for it and I'm so sorry. And I'm begging them to forgive that dog back to that family. I just

want the family to have the dog. It's not their fault, it's my fault. I shouldn't have given the dog away. Just

please give the dog back... (END VIDEO CLIP)

(146)KING: Public breakdowns.

(147)MCGRAW: Now look, I guess we are in a transparent society, right? I mean, I guess there's -- we're in

the biggest information explosion in the history of the world with Internet and YouTube and, you know,

all of the different things, where everybody's got a camera, everybody walking around -- everybody's cell

phone is a camera and everybody's cell phone is a video camera. And then you got those that have a platform

and they go on and do it there. I mean, I think that's a -- we're just living in very interesting times, Larry.

(148)KING: Yeah, we sure are. We had an e-mail about you and your wife divorcing, we've already discussed

that, you're not divorcing?

(149)MCGRAW: No. No.

(150)KING: Do you get ticked, by the way, when you read something that's wrong?

(151)MCGRAW: I don't read them.

(152)KING: Or someone tells you?

(153)MCGRAW: Yeah, I hear about it and I just shake my head. I mean, it's just -- and you notice always

when you this like that, a "source" close to the people or a "friend."

(154)KING: It's always a friend.

(155)MCGRAW: Yeah, a "friend." And I think one of my favorite ones was that I sat on the edge of the

bathtub every night and sang love songs to Robin while she was in the bath. How could anybody know

that? How could anybody -- I mean, that's a really good friend, you know, I guess they're like, you spread

the bubbles out, Robin, we seem to have somebody else in here. I mean, how do they make this stuff up?

(156)KING: And an e-mail from Brian in Curtis (ph), Ontario: "When dealing with disobedient kids, what's

the best way to avoid yelling and losing temper?"

(157)MCGRAW: Well, when you do that, you've got the tail wagging the dog, you get down to the child's

level. Every kid has a currency, you know, wither it's a toy or a freedom or television shows, if those

currency are made contingent upon proper behavior, then they'll do proper behavior to get access to that

which they value. So, you have to be consistent, very calm and very thoughtful about saying when you

choose the behavior, you choose the consequences. You yell and scream, you choose to skip television,

choose to skip this toy, you just have to know that you have the leverage. You just choose to use it.

(158)KING: We'll be back more with our remaining moments with Dr. Phil. Don't go away.

(COMMERCIAL BREAK)

(159)KING: Let's get a call in, Salt Lake City, hello.

(160)CALLER FROM SALT LAKE CITY: Hello, I just have a question for Dr. Phil about what he said about

"Dog" having his show back. If he gets his show back, what message is that sending? He's not sorry for

what he's done. He hasn't showed it, anyhow. He didn't come on your show today, which he said he

wanted to get with these big leaders and he didn't come to your show today. What about others who have

reality shows who might use that word, and they think, well, he did it and he still has his show?

(161)MCGRAW: All right, fair question. I think the answer to that is he's got some work to do before he does

it. I don't think he should just be given a platform again. I think he's to make commitments and then I

think he's got to

live up to them. But, I don't think you bury a guy because he made a mistake. I don't think you bury a guy

and say, you know, that's it, you're done. I think you got to give a person a chance to make amends, show

that they're sincere about it. And if they don't live up to it, that's a different story.

(162)KING: We have one more e-mail; it's from Lori in Saint John's, Michigan. "Do you ever need advice? If

so, where and who do you go to -- where do you get advice from?"

(163)MCGRAW: I sit on them of the bathtub... (LAUGHTER)

(164)KING: You don't go to anyone?

(165)MCGRAW: Well, you know, I have a -- I am surrounded by confidantes and people that I have a great degree of trust in. You know, you talk about hold being filled with a bunch

of yes-men running around telling them what they want to hear. I can't get anybody to tell me what I want to hear.

(166)KING: You got no-men.

(167)MCGRAW: I've all these women that are my feminine side on the show. But, you know, my wife is my

best friend, as she is a trusted confidante and she tells me the truth whether I want to hear it or whether I don't.

(168)KING: We have heard you taped an interesting show today, someone claims to have raped and killed and buried women?

(169)MCGRAW: We actually had a -- it's the darnedest thing I've seen in all the years that I've been in television.

We have a story with a man that came on to talk about infidelity and as we started pulling threads and finding out where the bottom was, the story goes much, much deeper. And it's the subject of tremendous investigation now by the Federal Bureau of Investigation and the state police, from where they're from...

(170)KING: He admitted to crime?

(171)MCGRAW: And, they have -- he is beginning to disclose some very disturbing things. And the question

is, is he telling the truth? Is he lying? Where does it all go? And that's all going to air very soon. Never seen anything like it.

(172)KING: The "Dog" show airs tomorrow?

(173)MCGRAW: The "Dog" show airs tomorrow. And it's interesting, it wasn't planned this way, but the

timing Monday, we started a series called "The House of Judgment," and it has to do with people we put

into the Dr. Phil House that are exceedingly judgmental. We have a woman in there, African-American woman...

(174)KING: They come to the house, right?

(175)MCGRAW: They go into the Dr. Phil House, they move in, an African-American woman that that won't

even allow her children play with African-American children because she is so judgmental of her own

race. We have a huge chauvinist, the guy may be the worst male chauvinist I've ever seen. We have a man

hater in there. We have all of these positions that are opposing one another and the idea is to try to make

people overcome their stereotypes and generalities, take a close look what this really means and what

message it really sends. It is a very interesting and compelling social experiment. That starts Monday.

(176)KING: How long does it run?

(177)MCGRAW: I think about three or four -- I think it'll be on Monday's for three or four weeks. It's a very

compelling series.

(178)KING: Oh, I see, every time on a Monday.

(179)MCGRAW: Yeah, it'll be like every Monday.

(180)KING: And another book coming -- when?

(181)MCGRAW: Probably in the Spring. I'm working real hard right now. Everytime I say I'm not going to

do another one and then I start thinking and my mind starts turning and I feel like I've got to write some

things down.

(182)KING: And we're almost out of time. You still enjoying it as much as ever? I've having the most fun I've

ever had this year, and it's -- we're doing so many different things, we're dealing with social issues on our

Dr. Phil Now platform, having a ball. Always great having you. Good to see you. Whether a host -- whether

sitting here or there.

(183)MCGRAW: I know, I feel funny sitting over here, I've been over there a lot.