

**IMPLEMENTATION OF COMMUNICATIVE STRATEGIES
IN THE DISCOURSE OF ENTERTAINMENT SHOWS
(BASED ON RUSSIAN, ENGLISH, AND SPANISH LANGUAGES)**

**Реализация коммуникативных стратегий в дискурсе развлекательного шоу
(на материале русского, английского и испанского языков)**

Public speaking during cooking shows offers a fascinating lens through which to explore linguistic, cultural, and communicative strategies. These shows, blending education and entertainment, reveal distinctive approaches to engaging audiences in Russian, English, and Spanish. This study examines the communicative strategies employed in these three linguistic contexts, focusing on how language and culture shape the discourse of cooking shows.

The analysis is based on qualitative research of recorded broadcasts from popular cooking programs: «Смак» (Russia), MasterChef (English-speaking versions), and MasterChef España (Spain). These shows demonstrate how public speaking adapts to the entertaining and instructional nature of culinary programming, highlighting linguistic and stylistic features unique to each language.

Research Findings

1. Lexical Choices: In Russian cooking shows, the language often incorporates formal and descriptive culinary terminology mixed with cultural references, reflecting a didactic yet warm tone. The focus on detailed explanations reinforces a sense of expertise. English-language shows tend to use a conversational and accessible vocabulary. Ingredients and techniques are often described in relatable terms, with slang and colloquial expressions making the instructions feel approachable and engaging. Spanish cooking shows stand out for their poetic and expressive language. Culinary terms are interwoven with metaphors and regional idioms, creating a rich and evocative narrative.

2. Stylistic Nuances: Russian hosts often employ an instructive and methodical style, using precise phrasing to ensure clarity while adding cultural anecdotes to engage viewers. English-speaking hosts lean toward an informal and dynamic style. Humor, quick tips, and personal stories are common, creating a balance between entertainment and instruction. Spanish hosts rely on a lively and emotive delivery style. Their use of repetition and vivid descriptions adds rhythm and energy to the narrative, making the process more engaging.

3. Cultural Emphasis: Russian: Emphasis is often placed on tradition and family, with frequent references to recipes passed down through generations or dishes symbolic of Russian culture. English: Individual creativity and innovation are key themes. Hosts

frequently encourage improvisation and experimentation, reflecting a cultural focus on personal expression. Spanish: Community and regional heritage are central. Hosts celebrate local ingredients and techniques, often tying dishes to cultural identity and shared culinary traditions.

4. Delivery Pacing and Tone: Russian: Delivery is measured and deliberate, with a calm and reassuring tone that emphasizes trust in the host's expertise. English: English-speaking hosts use varied pacing and a cheerful tone, creating a lively atmosphere that keeps viewers engaged. Spanish: Rapid, energetic delivery is typical, with enthusiastic shifts in tone that align with the passionate nature of Spanish culinary traditions.

5. Gestural Differences: Russian: Gestures tend to be minimal and controlled, focusing attention on the process and ingredients rather than the speaker.

6. English: Gestures are dynamic and illustrative, often used to demonstrate techniques or emphasize key points in the recipe. Spanish: Gestures are expansive and dramatic, mirroring the expressive verbal delivery. They serve to draw the audience into the host's enthusiasm and energy.

7. Emotional Engagement: Russian shows evoke feelings of nostalgia and comfort, often through references to family traditions and cultural heritage. English: Emotional engagement is built through humor and relatability. Hosts often share personal anecdotes or address viewers directly to create a sense of connection. Spanish cooking shows use passionate language and shared cultural references to evoke pride and joy in culinary traditions, fostering a strong sense of community.

8. Cultural Reflection: Russian: The emphasis on tradition and careful explanation reflects Russian values of precision, cultural continuity, and respect for expertise. English: The focus on individualism, creativity, and accessibility aligns with the cultural emphasis on personal choice and innovation. Spanish: The celebration of regional diversity and communal experiences highlights the deep cultural pride and strong social bonds inherent in Spanish-speaking cultures.

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HYBRIDIZATION OF LANGUAGES AND CULTURES: NEW FORMS OF IDENTITY EXPRESSION

Гибридизация языков и культур: новые формы выражения идентичности

In recent years, there has been a growing exultation of local cultures and traditions throughout the world, sometimes with consequences that are far more tangible in terms of