

audience (eg the use of encouraging phrases and non-verbal signs, Uh huh, Mmm)

Quotation: "Yeah, sure... Everyone will understand, take as long as you like"

Analysis: Acts friendly to make it seem like he's nice, making Bear like hi, making him more willing to give truthfully, more heart-felt answers, allowing P to achieve purpose.

D. Quotation: P is leaning forward with a straight face to show to Bear that he cares for him and to show respect and attentiveness, again to make Bear feel comfortable so that he is more willing to answer questions, Piers achieving his purpose without Bear realising.

D. Analysis:

Quotation: "Its been a weird couple of weeks for you, hasn't it? You've had this sort of barrage of stuff that's come after a really difficult year for you. Has it been hard for you to suddenly find the headlines so negative?"

Analysis: Piers uses repetitive negative language to reinforce into public's minds that Cheryl is the victim and that she deserves sympathy, for her purpose, she will be more willing to answer his questions due to the mutual agreement.

D. Quotation: "Its been a weird couple of weeks for you, hasn't it"

D. Analysis: Tag question to convert statement into question, reinforcing idea that it is not directed towards Cheryl but toward audience to ingrain it into the public's mind.

Comparison: Piers supports the interviewee in both interviews, however this is truly for his own benefit; to extract as much information as possible, with Bear its because he is being genuine, however Cheryl's is to manipulate the audience, conveying the idea that Cheryl is smart and she knows what she is doing.

The use and impact of timing, pace/pause, movement (if the text is shared visually) and other features specific to the spoken text.

Quotation: "A policeman came-knocked on the door, and um..."

Analysis: P doesn't move onto the next question when B is reluctant to ask when talking about his dad to extract the most raw emotions and feelings of Bear as he doesn't want to interrupt as Bear can use that time to prevent his emotions and act tough

D. Quotation: "You know it's funny people always say to me 'ooh, you know' you make people cry a lot on the show' and I always say it would be extraordinary to me if people didn't get emotional... I-I don't think there's surprising at all about you reacting like this"

D. Analysis: The use of filler with "you know" and the false-start with "I-I" shows that Piers is talking of's not to give some time for Bear to recover and have some time to feel more comfortable in order for him to give a more fluid answer and keep the flow of the interview going as the silence has gone on long enough.

Quotation: "I remember actually feeling as if I was dying, if that makes any sense."

Analysis: When talking about malaria Piers allows her to talk in long, slow paragraphs with long pauses to reinforce into Cheryl's mind that she is in control of the interview, which she takes advantage of and asks about Derek to show that he is truly in control, which catches out C as she didn't realise, showing P is really in control

D. Quotation: Cheryl looks away from audience and hides her face with her hand shaking to make it seem to audience as if she is very frail and weak, to portray the image that she is weak but wants to look as if she is strong, when in reality she arguably is exaggerating it for purpose.

D. Analysis:

Comparison: P adjusts pace of interview in both, reinforces idea that he follows a set structure in all of his interviews, even the pace is pre-planned and although it may seem like the interviewee is taking control of the interview, he is truly in control at all times.

Conclusion

Characteristic of interviewing style is that Piers will have a set structure in all of interviews that follow are chronological and will start with friendly to establish rapport; once established he can ask probing questions, which turns out to be effective method for him, however Cheryl has stronger agenda and tries to take control, so for this reason his interview with B shows to be more successful as he has full control over the interview and in turn is able to extract the most information, however C is also successful as C's agenda of being there means more info, which achieves P's purpose so gets higher ratings and more people watch week on week.