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**PECULIARITIES OF THE TALK SHOW GENRE (ON THE EXAMPLE OF AMERICAN PROGRAM «THE ELLEN DEGENERES SHOW»)**

Talk show as a genre appeared on American television in the 1960s. However, it still does not lose its relevance, but rather develops and uses new technologies. The founder of this genre is a famous journalist Phil Donahue. He focused the viewers not on celebrities, but on scandal news, which Phil was discussing live. This way was new and exciting for the audience. So, by the late 1980s, this way of presenting information had become so popular that talk shows appeared on almost all American TV channels.

In the system of general competition, they were less social and political, becoming scandalous and entertaining. The main elements of talk show are: 1) charismatic presenter; 2) invited guests; 3) studio audience; 4) viewers at screens. A talk show is not only a conversation, but also a show. It is broadcast live or retains its illusion.

There are many definitions of the term talk show as a genre. According to the Cambridge Dictionary «talk show – television programme on which famous guests are asked questions about themselves, or members of the public discuss a particular subject». Informing viewers (social issues/entertainment) through conversation (dialogue/polylogue) with possible feedback. An important component of any talk show is the interview (diffusion of genres). Interview in Journalism is a way of getting and presenting information. «The Ellen DeGeneres Show» is a popular and specific television format, but the peculiarities of its functioning are not sufficiently researched, which made the relevance of scientific work.

Object of study – selected programs from the talk show «The Ellen DeGeneres Show». The study of talk shows as a genre of journalism involved such scientists: B. Carter, B. Stelter, M. Kim.

«The Ellen DeGeneres Show» or «Ellen» is a popular daytime variety comedy talk show that first appeared on television in 2003 (USA), NBS channel. The host of the program, comedian actress Ellen DeGeneres, conducts an interview with guests (actors – Will Smith, Jared Leto, Dakota Johnson, Jennifer Eniston; musicians – Justin Timberlake, Jennifer Lopez, Justin Bieber, Rihanna; politician – Barack Obama; sportsman – David Beckham; inventor – Bill Gates; models – Kendall Jenner, Gigi Hadid) on completely different topics (from discussing social issues to new music or movies). The talk show also draws public attention to issues such as global warming or rare species of animals/plants. For example, some special programs have been dedicated to raising women's awareness of breast cancer, methods of diagnosis and treatment.

The talk show consists of the following blocks: interviews with famous/popular people, music performances and games with viewers; reports of talented people, life stories, and comedy monologues by Ellen. In her monologue, DeGeneres frequently thanks the audience's applause by saying «I feel the same way about you». Ellen plays games with audience members and awards prizes based upon their performance. Also, the program has interactivity (communication between viewers and talk show hosts). An important influence on the emotions of viewers is the personal qualities of the presenter: she is funny, charismatic, inventive. She listens carefully to her characters/guests/viewers, promptly evaluates and analyzes the information she needs, naturally behaves in front of the camera (explained by experience), she is able to hold intrigue, control emotions, and most importantly – relieve tension in the audience.

The most interesting and expected part of the talk show is interview with the guests. Ellen is a very bright personality who can amuse and find a common language with any guest. She jokes with them, arranges raffles («Never-Ending Scares») Together with Ellen they perform fun tasks, play games («Never Have I Ever», «Burning Questions», «Candidly Candid Candidates», «Who'd You Rather»), putting themselves in an awkward position. Ellen also often dances with

guests (for example, once Barack Obama came to the program and performed several dance moves).

Informational reasons for building a conversation are often social networks of celebrities, mainly Instagram. It is the posts that are the topic of discussion. Some photos and videos are displayed on a large screen so that viewers can understand what they are talking about. Ellen is always polite with guests, she uses such phrases as «I'm happy to see you», «it's so good to see you», and she also gives them compliments «you look great», «you look fabulous as always». The show contains a lot of improvisations and it uses of «fillers»: ok, well, so, wow, literally, I mean.

Thus, talk shows as a television genre are actively developing and changing their usual form and content. The «The Ellen DeGeneres Show» or «Ellen» has been producing quality content for over 16 years, remaining a popular program. During this time, an «army» of loyal fans formed. The program combines comedies, celebrities, musical guests and people's stories. And the presenter creates a very friendly atmosphere in which everyone feels comfortable. Starting from guests invited by Ellen to the audience. Therefore, the main slogan of the show is «inform – entertain». And we can see further perspectives of our research at studying functional language of Ellen's TV shows.