

Abstract

Given that public television is involved in the public and political life of our society, we believe that it should be necessary to study the debating skills of moderators and especially their role in stimulating public discussion. We explored the role of the moderator, socio-professional aspects of the profession, with emphasis on the study of verbal expression and specific speech acts, which are used in specific discourse.

The aim of the study of the public television moderator's communication strategies is to focus on language skills, competences and facilities in terms of moderators defending the public interest - start from the Act on Czech Television and Czech Television Codex. We focused on specific techniques and strategies of the moderator's discourse. We investigated how the induction of the host achieves cooperation and clarity in communication, as well as how the moderator achieves a minimum of manipulative or persuasive communication.

Moderators should in particular avoid any signs of manipulative or persuasive rhetoric, and they should be able to recognise this. For this they may use the entire system of the language and all types of speech acts.