



## COMMODIFICATION OF TURN TAKING STRATEGIES IN TALK SHOW “THE KELLY CLARKSON SHOW”

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**Abstract:** This study was purposed at finding out the kinds of turn taking strategies, the function of turn taking strategies and to determine the use of turn taking strategies used as commodity in The Kelly Clarkson Show. The data of this research were taken from three different episode of The Kelly Clarkson Show and the data was analyzed based on turn taking strategies theory by Stenstrom. The result of this study shows that the most frequently strategy proposed by Kelly Clarkson and her guests is Taking The Turn with 139 occurrences, followed by Yielding The Turn with 35 occurrences and the least strategy used by Kelly Clarkson and her guests is Holding The Turn with 14 occurrences. The function of each types of turn taking strategies that occur in three episodes of The Kelly Clarkson Show are, first, taking the turn have a function to initiate a conversation, while the function of holding the turn is to hold and continue speaking and yielding the turn have a function to give other participant the opportunity to speak. In this research it is found that the used of turn taking strategies as commodity in The Kelly Clarkson Show are to take turn to promote and advertise guest star’s brands, movies and albums.

**Keywords:** Turn Taking Strategies, Commodification, Talk Show

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### INTRODUCTION

Communication is an activity that we usually do every day. Communication occurs because we want to convey a message or information and provide that information to others. Communication is the process of transferring and exchanging information with others. From communication that two or more people establish, a conversation arises. Conversational efficiency requires the capacity to interpret the literal meaning of what is said or written (Pasa, Nuriadi and Lail. 2021). In order to convey specific messages, utterances are put together into words, phrases, sentences, and texts in verbal communication. As a message carrier, language is neutral because it conveys meanings that are equivalent to those carried by the messages (Yusra, Nuriadi and Amrullah. 2020).

Dewi, Suharsono and Munir.(2018:288) mention that when someone starts talking to another person and the other person gives feedback or also responds vice versa, this is called a conversation. Turn-taking is the shifting of roles among conversational participants. This shifting role is intended to provide the listener with an opportunity to use apposition as the current speaker (Ertanti. 2016:74). Everyone who engages with others or has a conversation must, by definition, practice turn taking strategies (Agustianto, Sribagus and Putra. 2020). According to Stenstrom book (1994:68), three basic strategies are used in the turn-taking system: Taking the turn, Holding the turn, and Yielding the turn. On the surface, these three

strategies appear to form an excellently tidy structure in which one participant chooses to speak at a time while the other attentively waits for her/his turn.

Nowadays, people prefer to watch shows that feature conversations between several people. For example, the YouTube application is currently filled with video podcasts and talk shows. The talk show is a particularly aggressive discursive genre, as well as a globally prominent media trend and a politically and morally controversial type of entertainment (Ille. 2006:489). In the wider context, TV talk show programs appear as marketable commodities. A lot of talk show episodes are about selling useful information on how to be a better consumer. Through intertextual links and special features that involve marketed products, especially other media products, talk shows can become advertisements for second- and third-order products (Quail, Razzano and Skalli 2005:38).

The researcher chooses talk shows as the object for analyzing turn-taking because it provides many participants or guests who take turns to speak and share their opinions. There are many turn-takings in talk shows because the host will take turns talking with the guest stars to discuss an issue or topic. Therefore, the researcher is interested in identifying and describes the types, function and the commodity of turn-taking that occur in The Kelly Clarkson Show. The Kelly Clarkson Show is used as the object of the study because it provides countless turn-taking issues.

## **RESEARCH METHODS**

This research use descriptive qualitative method. The descriptive qualitative research aims to elaborate the data base on data collecting, data preparation, and data interpretation and analysis (Izar, Nasution, Izar and Ilahi 2021 : 25-26). This research use conversation analysis approach to get understanding on how turn taking strategies are established in The Kelly Clarkson show. Conversation Analysis approach is used to analyze turn taking strategies used by the host and the guests in The Kelly Clarkson Show. This study aims to get better understanding and deep information on what types of turn taking strategies and the function of turn taking strategies used by the presenter and the guests in The Kelly Clarkson Show. The sample of the data in this study is three videos that taken and selected from The Kelly Clarkson Show YouTube channel.

In this research, the researcher uses qualitative documentation as the method of collecting data. The researcher employs the listening and note-taking technique for data collection in this research. The technique involves listening and watching the entire talk show video and taking notes on the related data to the various kinds and functions of turn taking strategies (Izar, S.L, Nasution, Izar and Ilahi ., 2021:26). The following steps are used by the researcher for data collection:

1. The researcher chooses three episodes based on predefine category. After finding the right video, the researcher watches and downloads the videos that have been selected from YouTube channel of The Kelly Clarkson Show.
2. The researcher transcribes the conversation with the help of subtitle that available in the videos.
3. The researcher reads the script and takes notes on the data that related to the turn-taking strategies used in The Kelly Clarkson Show.

The researcher employed an analytical descriptive method in analyzing the data. For the technique, the researcher use Stenstrom's (1994) Turn-Taking Theory since the goal of the research is to identify and characterize the types and functions of turn-taking strategies employed by Kelly Clarkson and her guests on The Kelly Clarkson Show. The following steps are used by the researcher to analyze the data:

1. Analyzing the kinds, function and the use of turn taking strategies in The Kelly Clarkson Show.
2. Classifying the kinds of turn taking strategies based on Stenstrom theory of turn taking.
3. Describing the turn taking strategies by giving definition and examples based on the data.
4. Explaining the data in the form of description by describe the function and the use of turn taking strategies used in The Kelly Clarkson Show.
5. Drawing conclusion based on the data of types, function and the commodification of turn taking strategies used in The Kelly Clarkson Show.

## **FINDINGS AND DISCUSSION**

### **FINDINGS**

In this section, the researcher identified the types of turn taking strategies used by the three participants in three different videos of The Kelly Clarkson Show based on Stenstrom theory (1994) of Turn-Taking.

Table 1. Turn Taking Strategies

<b>No</b>	<b>Strategies</b>	<b>Number of Occurrence</b>
1	Taking The Turn	139
2	Holding The Turn	14
3	Yielding The Turn	35
<b>Total</b>		188

Based on Stenstrom theory of Turn-taking, the researcher found 188 occurrences of three types of turn taking strategies on three different conversation of The Kelly Clarkson Show. The researcher found 139 occurrences of taking the turn strategy, 14 occurrences of holding the turn strategy and 35 occurrences of yielding the turn strategy.

Table 2. Taking The Turn Strategy

<b>No</b>	<b>Strategies</b>	<b>Number of Occurrence</b>
1	Starting Up	11
2	Taking Over	112
3	Interrupting	16
<b>Total</b>		139

Taking the turn means the current speaker takes the opportunity to start a conversation. Taking the turn is divided into three subclasses such as starting up, taking over

and interrupting. The researcher identified that from three different conversation (namely Kelly Clarkson-Valerie Bertinelli, Kelly Clarkson-Selena Gomez, Kelly Clarkson-Zoey Deutch) it is found that 139 occurrences of taking the turn. In this study the researcher found that there are 11 occurrence of Starting up, 112 occurrence of Taking over and 16 occurrence of Interrupting.

Table 3. Holding The Turn

No	Strategies	Number of Occurrence
1	Filled Pause and Verbal Fillers	4
2	Silent Pauses	2
3	Lexical Repetition	6
4	New Start	2
<b>Total</b>		14

Holding the turn means the current speaker continuing his/her turn to speak. The study shows that from different conversation (namely Kelly Clarkson-Valerie Bertinelli, Kelly Clarkson-Selena Gomez, Kelly Clarkson-Zoey Deutch) it is found that 14 occurrences of holding the turn. Holding the turn have 4 subclasses that are filled pauses and verbal fillers, silent pauses, lexical repetition and new start. In this study, the researcher found that there are 4 occurrences of Filled Pauses and Verbal Fillers, 2 occurrence of silent pause, 6 occurrence of lexical repetition and 2 occurrence of new start.

Table 4. Yielding The Turn

No	Strategies	Number of Occurrence
1	Prompting	27
2	Appealing	8
3	Giving Up	0
<b>Total</b>		35

Yielding the turn means the current speaker gives his/her turn to other participant. Yielding the turn have 3 different subclasses that are prompting, appealing and giving up. The researcher identified that from three different video conversation (namely Kelly Clarkson-Valerie Bertinelli, Kelly Clarkson-Selena Gomez, Kelly Clarkson-Zoey Deutch) it is found that 35 occurrences of yielding the turn. In this study, the researcher found that there are 27 occurrence of prompting, 8 occurrence of appealing and there is no giving up strategy found.

## DISCUSSION

### 1. Types of Turn Taking Strategies

According to the results, all participants in The Kelly Clarkson Show's three videos use three kinds of turn taking strategies: taking the turn, holding the turn, and yielding the turn. The most common form of turn taking strategy that used in three videos of The Kelly

Clarkson Show is taking the turn (139 occurrences), followed by yielding the turn (35 occurrences), and holding the turn strategy (14 occurrences).

### **Taking The Turn**

According to data analysis, all participants in three recordings of *The Kelly Clarkson Show* tend towards taking the turn strategy, which includes subclass strategies such as starting up, taking over, and interrupting for various reasons. The first reason is to add to the conversation or when they want to respond to a previous speaker's comments. By taking the turn, they can assert their own perspective, share their thoughts or feelings, and contribute to the overall dialogue. The findings show that the participant in *The Kelly Clarkson Show* has a strong desire to give response after showing his/her utterances sometimes by using Taking the turn in the part of Taking over: Uptake "yeah".

A result of the participants' strong desire to respond to the previous speaker's utterance and their natural desire to build topics in the conversation, Taking the turn is the most common strategy used by participant in *The Kelly Clarkson Show*.

### **Extract 1 (Valerie Bertinelli & Kelly Clarkson Talk Self-Love In Hollywood)**

**Valerie Bertinelli:**=You made that **great dip**.↑

**Kelly Clarkson:**=Because of **you**.

**Valerie Bertinelli:**=And then, oh yes↑, there we are. And then I took the leftovers 'cause I always, you know have stuff at home too, because I'm always practicing before I do it. And I took it over to Wolfe's house↑ and that's when Ed came by, and it all starts the whole story of this reconnection that Ed and I had in the last few years of his life↓.

*(Source: Video 1, 0'10"-0'27")*

It is a conversation between Kelly Clarkson and Valerie Bertinelli. The appearance of Taking the turn are seen in Video 1 (in minute 0.10-0.27). In data 1, Kelly took the turn by give response Valerie's words. Before that, Valerie said that Kelly made a great cheesy dip. After that, Kelly used taking the turn because she wanted to tell audiences that she made a great dip because of Valerie's help. In this data, Valerie applies Taking the turn strategy in the part of taking over, which contain a Links "and". She uses Link "and" in the beginning of her talk. She take turn after Kelly has finished her talk about great cheesy dip that Kelly made because of Valerie's help. Valerie uses Link "and" to inform Kelly that she took the leftovers because she always practices her recipe at home.

### **Yielding The Turn**

The second most applied type of turn taking strategy is Yielding the turn with 35 occurrences. Participant may choose to yield the turn in a discussion for a variety of reasons. One explanation could be that they have gone through their option for expressing themselves or have run out of things to say. Another reason could be to enable the other person to share their own point of view or experiences. In Yielding the turn, there are prompting, appealing and giving up. According to the findings, prompting strategy is the highest 27 occurrences, followed by appealing strategy with 8 occurrences, and for giving up strategy the researcher

couldn't find any giving up strategy used by the host and the guests in *The Kelly Clarkson Show*.

**Extract 5 (Valerie Bertinelli & Kelly Clarkson Talk Self-Love In Hollywood):**

**Kelly Clarkson:**=Why do we do that?↑

**Valerie Bertinelli:**=I don't know. I mean, it's just, I learned from a very, very very young age by, you know, just the way you watch and the way you see the way people treat each other. That it's just the certain things that you're allowed to say and not allowed to say and not allowed to feel. And *I-I-I* learned at a young age *that-that* , gaining weight was unlovable, made me unlovable↓.

**Kelly Clarkson:**=Wow↑.

*(Source: video 1, 2'39"-2'56")*

In data 5, Kelly used Prompting Strategy in a question formed to give a question to her guest that is Valerie Bertinelli. In this case, they discussed about why they were kind to other people a lot often than to themselves. So, Kelly wanted to know Valerie response about this issue and give Valerie time to speak.

**Holding The Turn**

The least applied strategy is Holding the turn with 14 occurrences. The purpose of Holding the turn is to maintain the speakers turn and avoid other speakers from taking the turn. Holding the turn consist of filled pause and verbal fillers; silent pauses; lexical repetition; and new start. According to the findings lexical repetitions is the highest with 6 occurrences, followed by filled pauses and verbal fillers with 4 occurrences, then silent pauses with 2 and last new start with 2 occurrences.

Holding the turn may be justified if the participant is in a position to understand and believes that their contribution is especially valuable to the conversation. In such situations, the individual may feel encouraged to express their viewpoints and ensure that others hear them.

**Extract 12 (Zoey Deutch & Reese Witherspoon Are Bringing Rom-Coms Back To Life With 'Something From Tiffany's'):**

**Kelly Clarkson:** I-I-I love this, though. But I heard that-(0.2) are you a superstitious person↓ ? I heard this about you↓.

**Zoey Deutch:** =E-emm you know, I think, well, it started early and I actually, it has to do with you↑, funny, you ask↓

*(Source: video 2, 0'21"-0'28")*

In her part, Kelly used Holding the turn: Lexical Repetition to hold her turn by gaining time. In this case, Kelly also applies Holding turn strategy in the part of New Start. She seems struggling to express what she trying to say. She uses lexical repetition "I-I-I" and silent pause (0.2) then she realize the only way to maintain her turn by starting a new topic. She asked about Zoey become superstitious person and wanted her clarification about this rumors. After that, Zoey took her turn by using Hesitant Start strategy. She used this strategy because she had not good preparation toward Kelly's question.

**2. Function of Turn Taking Strategies**

This section describes the function of the participant's turn-taking strategy on The Kelly Clarkson Show. Data analysis reveals that different turn-taking methods serve different

purposes, such as the function of Taking the turn strategy as the opportunity to talk or begin a conversation topic. The function of Holding the turn as a mark of stalling to seize the opportunity and plan what to say. The function of Yielding the turn is to give other participant the opportunity to speak.

### **Taking The Turn**

The function of taking the turn strategy is the participant takes the opportunity to talk or begin a conversation (Khasanah. 2015:12). In the turn taking strategy that participant used is organized by some devices such as hesitant start, clean start, uptakes, links, alert and metacomments.

#### **Extract 15 (Selena Gomez Likes To Pretend She's On 'Shark Tank'):**

**Kelly Clarkson:** But, we're both from Texas. You recently were in Texas again, right?

**Selena Gomez:** Yeah ↑

*(Source: video 2, 0'17"-0'21")*

In this data, Kelly used Taking over “ Links: But” as the function to start new topic by asking Selena was she recently in Texas again. Selena used Uptake strategy with high pitch intonation "yeah" as the function to give answer or response to Kelly's question.

### **Holding The Turn**

The function of Holding the turn is to continue speaking, it refers to how to speak in order to seize the opportunity, but also to arrange and plan what to say (Khasanah. 2015:15). In holding the turn, there are some devices such as filled pause and verbal fillers, silent pause, lexical repetition and new start.

#### **Extract 18 (Selena Gomez Likes To Pretend She's On 'Shark Tank'):**

**Selena Gomez:** Yeah.

**Kelly Clarkson:** And that's what I love about it. It's an empowering anthem. Like *I love, I love*, like I told you in the room. It takes a lot to get me on a treadmill. And I'm like, "I've gotta have a good record" And I've been jamming your record literally, just non-stop. So it's a really great record(0.2). But you also have a new beauty line, and it's called "Rare Beauty"

*(Source: video 2, 6'28"-6'44")*

In this data, Kelly applied lexical repetition “ I love, I love,” and silent pause (0.2) but she realize she has hard time to put her ideas and the only way is to use new start strategy. The function of new start strategy is avoided becoming completely lost and the only option is to give new topic.

### **Yielding The Turn**

The function of yielding the turn is the speaker give opportunity to the participant since the speaker wants the participant to give feedback or ideas (Khasanah. 2015:18).

#### **Extract 20 (Valerie Bertinelli & Kelly Clarkson Talk Self-Love In Hollywood):**

**Kelly Clarkson:** Why do they get mad, but that's a beautiful thing?

**Valerie Bertinelli:** Because we were both married to other people. But it wasn't, it was nothing sexual. It was nothing. It was just, I've known the guy since I was 20

years old. I was a baby, and he was just my life for a very long time. So I'm a little uncomfortable talking about it, but I'm not because there's nothing to be ashamed of when you love somebody.

*(Source: video 1, 0'57"-1'16")*

In this data, Kelly used prompting strategy which contain question "Why do they get mad, but that's a beautiful thing?", The function is to get response from other participant.

### **3. Commodification of Turn Taking Strategies**

Commodification according to Mosco (2014:42) is the process transforms things that less value into commodities. In a talk show, the commodification of talk refers to the process by which conversations and interactions between guests and presenters are transformed into marketable products for the entertainment industry. The promotion of talk show presenters and guests as celebrities and brand ambassadors is another example of the commodification of conversation. Hosts of talk shows often gain an audience by sharing anecdotes and insights about themselves, while guests may use their time on air to market a business or product.

In this case, host and the guests use turn taking in their conversation in order to give information and promote something for example, promote upcoming movies, new album, new beauty line and new book. In the first video (Valerie Bertinelli & Kelly Clarkson Talk Self-Love In Hollywood), Kelly help promote Valerie's new book the title is "Enough Already". Kelly used Taking the turn strategy in the part of Taking over to mention and help promote new book written by Valerie Bertinelli.

#### **Extract 23 (Valerie Bertinelli & Kelly Clarkson Talk Self-Love In Hollywood):**

**Kelly Clarkson:** Yeah. Why did you call the book "Enough Already"? And it's, I love that "Learning to love the way I am today".

**Valerie Bertinelli:** Umm Because, I'm done. I'm just done judging myself. I'm done with all the negative talk that I give to myself because there's enough negative talk out there. It's just enough already, enough. Enough getting on the scale, enough saying horrible things about myself.

*(Source: video 1, 1'27"-1'46")*

In her part, Kelly mentions the title of Valerie's new book. Kelly help Valerie promote her book and because of this conversation, thus, many audience know about Valerie's new book.

#### **Extract 25 (Zoey Deutch & Reese Witherspoon Are Bringing Rom-Coms Back To Life With 'Something From Tiffany's'):**

**Zoey Deutch:** Yes. No, but you will on December 9.

**Zoey Deutch:** Something from Tiffany's is about a girl, whose life is forever changed by receiving an engagement ring that was meant for somebody else. And it's about how love, like life, is full of unexpected surprises and gifts and it's a beautiful feel good romantic holiday movie that you are going to watch over and over again. I can tell.

*(Source: video 3, 9'52"-10'14")*

Also, it can be seen on minute 9.56 until 10.14, Zoey explained a little about the storyline of the movie which she starred in and produced "Something from Tiffany's" is



about a girl, whose life is forever changed by receiving an engagement ring that was meant for somebody else. And it's about how love, like life, is full of unexpected surprises and gifts and it's a beautiful feel good romantic holiday movie that you are going to watch over and over again. I can tell". This is shows that Zoey promote her newest movie in her part, by mentioning the broadcast date of the movie and explain a bit about the movie storyline in minute 9.52.

## CONCLUSION

Based on findings and discussion, the conclusion can be defined in term of the used of turn taking strategies by host and guests in The Kelly Clarkson Show. The researcher found that the host and guests in The Kelly Clarkson Show used all of the strategies in Turn-Taking such as Taking the turn, Holding the turn, Yielding the turn. But, in the Yielding the turn, the researcher only found two devices used by host and the guests that are prompting and appealing. The researcher did not found giving up device used by host and the guests in three episodes of The Kelly Clarkson Show. According to the findings, the most applied types of turn taking strategies in Three episode of The Kelly Clarkson Show is Taking the turn with 139 occurrences, followed by Yielding the turn strategy with 35 occurrences and the least applied strategy is Holding the turn with 14 occurrences. The reason taking the turn strategy becomes the most used strategy in three episode of The Kelly Clarkson Show is to create interactive and engaging conversation by leading the discussion and give response to other participant utterances.

Moreover, the function of turn taking strategies used in The Kelly Clarkson Show is to ensure that the conversation flows smoothly and that all participants have a chance to contribute. Also, the researcher found that the commodification of turn taking strategies in The Kelly Clarkson Show is the host and guests in The Kelly Clarkson Show used turn taking strategies to promote and advertise their movies, brands, and albums.

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