

ducing entertainment media text. The article describes the communicative roles and functions of hosts; typical communication strategies and tactics which are broadcast. The article considers the manifestations of the speech culture of the entertainment show hosts on the radio, and reveals its weaknesses and strengths. As a result, the content, structure, and language features of building communication on entertainment radio are revealed.

Key words: speech communication, broadcast organization, radio journalism, entertainment format of radio.

[, 2002; , 2006; J^zyk w media, 2012; , 2016; , 2019; , 2019].

[- , 2000; , 2012; , 2013], [, 2003].

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