

Taking everything into consideration, social advertisements are focused not only on possible consequences of perilous situations, but on a desired emotional response with the purpose to prevent people from dangerous outcomes of their negligence.

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## THE FUNDAMENTALS OF RESILIENT HOST (BASED ON LARRY KING'S INTERVIEWS)

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*There is nothing in your destiny,  
nothing in your future that you cannot accomplish  
Larry King*

Interview is the dominant genre in the press, on the Internet, on radio and television, which contains the interaction between an interviewer and respondent (Nilsson, 1971). The strategy of solving problematic situations is the source of successful talks without unreasonable conflicts and scandals (Сербін, 2012).

Interviewer adaptation to problematic situations with unexpectedly emotional respondent presupposes focusing on behavior and speech in order to control it. Rude respond or disrespect of the respondent provokes quick reaction of the journalist or host. In order to avoid escalating conflict, tension and awkwardness some interviewer pretend mishearing or misunderstanding as "the communicative deviation" (Dyakiv, 2020) and repeat the question or smoothly move on to another topic. Harsh reproach as counter-question or the expression of rebuke and disapproval indicate the risk of interview failure. In order to secure it, the moderator has to establish his role in steering the flow in a limited amount of time.

Legendary resilient Larry King hosted "Larry King Now" (2020) on Hulu owing perfect ability to moderate different points of view with a good sense of humor and interest in others: *You cannot talk to people successfully if they think you are not interested in what they have to say or you have no respect for them* (Кінг & Гілберт, 2019). Interviewing the most interesting public figures, celebrities, world leaders and internet stars, he could easily get into any conversation with confidence. Good body language and maintaining good eye contact, honesty, right attitude and openness to yourself (an absolute ungovernable curiosity) supply a successful talk if the respondent threatens to leave the mid-interview, arguing inappropriate or provocative questions.

The research has established that direct strategies of the host (informative and evaluative) and his/her hidden strategies of being resilient in different problematic situations – are the skills that help to negotiate and persuade. The ways of preventing misunderstanding in an interview are special for every kind of host depending on the type of respondent, his/her emotional and psychological state, speech and language or technical aspects.

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## LA NOCIÓN DE LA METÁFORA COGNITIVA

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El mundo, la realidad, no es solo lo que percibimos a través de los sentidos, sino también lo que trasciende los límites de la percepción. La concepción del mundo es el resultado de múltiples procesos que se desarrollan cada día, por tanto el proceso de conceptualización de la realidad exige establecer los rasgos relevantes de una realidad concreta y a partir de ellos determinar el significado de un término.

La metáfora se nos presenta como un mecanismo que permite la conceptualización y reconceptualización del mundo, la organización de éste y la articulación de las concepciones que de él se tengan. Dado su dinamismo, es la única capaz de dar cuenta de la forma como percibimos ese constante cambio. La metáfora no solamente organiza o reorganiza la realidad que enfrentamos sino que es capaz de crearla y recrearla a partir de las conexiones que se establecen entre los elementos que la constituyen (Uribe, 2006, p. 48).

Lakoff y Johnson (1993), pioneros de la lingüística cognitiva, proponen una visión de la metáfora distinta a la postulada por la teoría clásica al establecer el denominado giro cognitivo. Por medio del trabajo de estos autores, la metáfora deja de concebirse únicamente como recurso poético y se considera como un mecanismo cognitivo que permite establecer lazos entre dominios del sistema conceptual, de modo que un