Interaction and meaning in K-Pop interviews: A conversation analysis of NCT127 on the BUILD Talk Show

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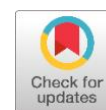
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ABSTRACT

Understanding conversation analysis (CA) in a K-pop interview setting offers valuable insights into how multilingual speakers manage turn-taking, negotiate meaning, and engage in structured dialogue within a media context. This study examines the interactional patterns in an interview between Kevan Kenney and the K-pop idol group NCT127 on the BUILD talk show. Using a Conversation Analysis (CA) approach, this research aims to identify the CA aspects that emerge during the interview and to explore their communicative functions. A qualitative approach, specifically a descriptive qualitative method, was employed to analyze the primary data, which consisted of a video interview and its conversational transcript. The findings reveal the presence of key CA elements, including opening conversation, adjacency pairs, preference organization, turn-taking, feedback, repair, and closing conversation. Additionally, six communicative functions—referential, emotive, conative, phatic, metalinguistic, and poetic—were identified. These results highlight the structured nature of conversation in media interviews and the role of language functions in shaping interaction, particularly in cross-cultural and multilingual settings. By analyzing this interaction, the study contributes to the broader field of discourse analysis, particularly in media and intercultural communication.

1. Introduction

Conversation Analysis (CA) is an important approach for understanding the structure and organization of human verbal interactions. According to Nugroho (2014), conversation naturally occurs between two or more participants and is an inherent human behavior. In daily interactions, spoken language facilitates communication, allowing individuals to exchange messages, take turns speaking, and maintain the flow of conversation. Andriyanto (2013) emphasizes that an organized conversation involves a sequence of utterances and responses, highlighting the importance of turn-taking in smooth communication.

CA is particularly relevant in media discourse, where structured and spontaneous interactions coexist. Talk shows, for instance, provide a rich context for analyzing conversational dynamics. Interviews on talk shows, such as the BUILD series, showcase interactions between hosts and guests, often blending formal and casual elements. Loeb (2015) categorizes broadcast interviews into news and entertainment, with the latter offering a more relaxed conversational style. This study focuses on an interview between Kevan Kenney (KK) and the K-pop idol group NCT127, analyzing the key aspects of CA and communicative functions in the interview.

BUILD Talk Show is a live interview series broadcasted on a video-sharing platform, known for its unique concept where the audience can interact directly with guests by asking questions and discussing topics related to entertainment, technology, and fashion. One notable episode features an interview titled "NCT127 Stops by to Talk about KCON New York," hosted by KK with the South Korean idol group NCT127 (BUILD Series, 2023). This video was selected for analysis for several reasons. Primarily, the interview involves a host and multiple guests, leading to rich conversational interactions. Additionally, the interview covers engaging topics such as the group's concept, experiences in New York, the languages they speak, and a heartwarming segment in which the members of NCT127 compliment to each other. NCT127 is a multilingual idol group, with members proficient in more than one language, adding another layer of interest to the conversation (K-POP Herald, 2022).

Analyzing multilingual interactions in talk show settings is valuable for several reasons. First, it sheds light on turn-taking in cross-cultural conversations, language switching, and audience engagement. Second, the interaction between KK, an English native speaker, and NCT127, a multilingual idol group, provides a unique opportunity to explore these dynamics. Finally, despite the structured nature of talk show interviews, spontaneous exchanges can reveal how participants navigate language barriers and cultural differences.

This study addresses a research gap in the analysis of multilingual interactions in media discourse using CA. While there are numerous studies on conversation analysis in interviews, few have focused on interactions between a host and a multilingual idol group. Additionally, this research explores the implications of CA for English Language Teaching (ELT), particularly in managing classroom participation and building understanding. Waring (2015) argues that CA can enhance teachers' practices by revealing the interactional patterns that facilitate language learning. Thus, the research objectives comprise: 1) to identify the CA aspects emerging from the interview between KK and NCT127 based on Paltridge (2012) framework, and 2) to explore the communicative functions of CA in the interview, referencing Jakobson (1960) model. These objectives are able to inform the implications of CA for English as a Foreign Language (EFL) classroom, focusing on how turn-taking strategies and communicative functions can inform teaching practices.

Since Conversation Analysis (CA) focuses on how language is used in conversational interactions, it significantly impacts EFL teaching classrooms. It influences how teachers manage participation and build understanding among students. Teachers play a crucial role in how the target language is taught in the classroom. They are responsible for encouraging, maintaining, developing, and sometimes restricting participation to create an effective learning environment. Thus, CA contributes to English language teaching by helping teachers facilitate language learning through social interaction. Understanding these practices is essential for enhancing teachers' pedagogical knowledge in EFL teaching. Therefore, this study is necessary as it can improve teachers' understanding of implementing CA in conversations and interactions in EFL classrooms.

Conversation Analysis (CA) is the study of how people interact through spoken communication by examining transcripts of conversations. Liddicoat (2021) stated that conversation analysis examines how social interactions are organized and structured, starting from the belief that everyday behaviors, including speech, are created to be logical and meaningful. Similarly, Zein et al. (2021) describes CA as a method for studying conversations help people interact and build social relationships. A good conversation happens when both people know when to talk and understand each other's intentions, allowing them to find common meaning.

CA originated in the 1960s with Harvey Sacks' research on telephone conversations. Sack's approach to the study of conversation is characterized by a view of talk as an activity through which speakers accomplish things in the interaction (Liddicoat, 2021). In addition, Sacks, Gail Jefferson, and Emanuel Schegloff, helped establish CA in sociology (Tampubolon, 2019). CA has since expanded into fields like linguistics, anthropology, psychology, and communication studies (Wong & Waring, 2020). The primary data in CA is spoken conversation, analyzed to understand how speech is structured and interpreted (Paltridge, 2012). The researchers, then, collect audio or video recordings to study conversational patterns (Wong & Waring, 2020).

1.1. Key aspects of Conversation Analysis

CA helps analyze how people communicate effectively. This approach is valuable across various disciplines, providing insights into human interaction and language use. There are several elements of CA such as the followings:

Opening a Conversation. Conversations typically begin with greetings or attention-getting phrases. Paltridge (2012) explains that openings include greetings like "hi" or "hello," influenced by context and relationships (Sitepu et al., 2020). In media, hosts may introduce guests and use small talk to ease into discussions (Kong & Su, 2014).

Adjacency Pairs. Conversations follow predictable patterns, where one speaker's statement prompts a specific response. Paltridge (2012) defines adjacency pairs as two related utterances, such as a question followed by an answer, or a greeting followed by another greeting. These pairs structure turn-taking and interaction (Wong & Waring, 2020).

Preference Organization. Speakers can choose to respond in either a preferred (agreement, acceptance) or misreferred (disagreement, refusal) way. Paltridge (2012) explains that adjacency pairs follow set patterns, but responses vary based on preference. For example:

A: "Would you like to come closer?" (Request)
B: "Oh, okay." (Acceptance) / "I'd rather not." (Refusal)

Turn-Taking. Conversations involve taking turns to speak. Sidnell (2011) states that turn-taking ensures smooth communication, preventing interruptions. Speakers can be selected by others or choose to speak when no one else does (Sacks et al., 1974, cited in Clift, 2016).

Feedback. Feedback, such as saying "yes," "mmm," or nodding, shows active listening. Paltridge (2012) notes that verbal and non-verbal cues indicate engagement in conversations.

Repair. When mistakes occur in conversation, speakers correct them. Dippold (2023) refers repair to how people in a conversation fix issues related to speaking, understanding, and hearing. Paltridge (2012) describes different types of Repair, including self-correction and corrections made by others (Liddicoat, 2021).

Closing a Conversation. Conversations end with farewell phrases or signals. Paltridge (2012) states that closings include goodbyes, making future arrangements, or summarizing key points. Sitepu et al. (2020) define closing statements as the final utterances in a conversation.

1.2. Communicative functions

Language is a powerful tool for communication, allowing people to exchange information, express feelings, and share ideas. Depending on the purpose, utterances can convey information, give instructions, offer compliments, or share other thoughts in various ways. These purposes are categorized based on their communicative functions, which refer to how people classify their utterances to inform, express emotions, persuade, or interact, depending on what they want to convey. Often, people use multiple language functions simultaneously, depending on the context.

Jakobson (1960) introduced a model known as Jakobson's six functions of language , which outlines six essential elements of communication: context, message, addresser, addressee, contact, and code. The addresser is the person delivering the message, while the addressee is the person receiving it. Jakobson identified six language functions: referential, emotive, conative, phatic, metalinguistic, and poetic (Tribus, 2017) which is further explained in the followings:

Referential Function. This function is used to convey information based on the speaker's thoughts. It's also known as the denotative or cognitive function and is associated with the context of the discussion. For example, when Meghan Markle announced new grants for universities, she was using the referential function to inform her audience.

Expressive Function. This function relates to the speaker's emotions or feelings. It's also called the emotive function. Simple expressions like "oh!" or "eww" are examples of this function, as they explicitly express emotions like surprise or disgust. For instance, when Meghan Markle expressed her privilege to be with her audience, she was using the expressive function to convey her enthusiasm.

Conative Function. This function aims to influence the behaviour or mindset of the receiver. It represents commands or persuasive statements. For example, when Meghan Markle emphasized the right to education for everyone, she was using the conative function to encourage her audience to recognize their educational rights.

Phatic Function. This function is about building and maintaining social interactions. It's used to start, sustain, or end communication. For example, Meghan Markle used the phatic function to engage her audience throughout her speech, ensuring their attention and connection.

Metalinguistic Function. This function helps clarify or confirm the meaning of utterances, ensuring both the speaker and listener are on the same page. For instance, asking "Could you spell that for me, please?" is a metalinguistic function, as it seeks to verify the correct understanding of a word.

Poetic Function. This function focuses on the aesthetic aspect of language, emphasizing the beauty and creativity of the message. It's often used in poetry and creative expressions, where the choice of words and their arrangement are crucial for their artistic impact

2. Method

This research aimed to identify and describe CA aspects and communicative functions in a video interview between KK and members of NCT127 broadcasted on the BUILD talk show. The CA aspects were analyzed through a video interview and its conversation transcript.

Using a qualitative approach, descriptive qualitative research was employed because it is suitable for analyzing CA and communicative functions in a talk show setting. This approach allowed for an in-depth examination of conversational interactions and the nuances of language use, which are essential for understanding the dynamics of multilingual communication in media discourse (Denzin, 2018). CA as a qualitative research method, provides a systematic way to study spoken discourse by focusing on turn-taking, sequence organization, and repair structures (Sidnell & Stivers, 2012).

The primary data consisted of a video interview and its conversational transcript. The transcript was downloaded from an online source. To ensure accuracy, the researcher repeatedly cross-checked the transcript with the video, making manual corrections where discrepancies were found.

Triangulation through repeated viewing and transcript validation helped enhance the reliability and credibility of the data (Silverman, 2024).

The data were analyzed using a step-by-step coding process. First, the researchers watched the video interview multiple times to familiarize themselves with the content, a common practice in qualitative research to enhance immersion and reflexivity (Braun & Clarke, 2006). Next, the transcript was reviewed and coded for CA aspects based on Paltridge (2012) framework, which includes opening conversation, adjacency pairs, preference organization, turn-taking, feedback, repair, and closing conversation. The communicative functions were identified using Jakobson (1960)'s model, which includes referential, emotive, conative, phatic, metalinguistic, and poetic functions. Coding and thematic analysis were employed to systematically identify patterns within the data (Saldaña, 2021).

To address potential limitations of using an online transcript, the researchers ensured reliability by manually correcting any errors found during the cross-checking process. Ethical guidelines for using online content in research were followed, including proper citation and respecting copyright regulations (Association, 2022). To minimize subjectivity in analyzing conversational data, the researchers employed triangulation by comparing findings with existing literature on CA and multilingual communication (Flick, 2018). Additionally, peer debriefing was conducted to ensure the interpretations were consistent and unbiased (Lincoln & Guba, 1985).

By following these steps, the research aimed to provide a comprehensive analysis of CA aspects and communicative functions in the BUILD talk show interview, contributing to the understanding of multilingual interactions in media discourse and their implications for language teaching.

3. Findings and Discussion

Table 1 presents the findings of types of CA and communicative functions of CA.

Table 1. Findings 1 and 2

Finding 1: Types of CA	Occurrences	Findings 2: Communicattve Functions of CA
1.Opening Conversation	2	Reference Emotive Conative Phatic
2. Adjacency Pair	22	Reference Emotive Conative Phatic Metalinguistic
3.Preference Organization	36	Reference Emotive Conative Phatic Metalinguistic
4.Turn taking	195	Reference Emotive Conative Phatic Metalinguistic Poetic
5.Feedback	13	Reference Emotive Conative Phatic Metalinguistic
6.Repair	13	Reference Emotive Conative Metalinguistic
7.Closing Conversation	1	Emotive

This study analyzes the interview between Kevan Kenney and NCT127 in the BUILD talk show, focusing on aspects of Conversation Analysis (CA) based on Paltridge (2012)framework and the communicative functions of language using Jakobson (1960) model. The findings reveal that all seven aspects of CA—opening conversation, adjacency pairs, preference organization, turn-taking, feedback, repair, and closing conversation—emerged in the interaction. Additionally, six communicative functions—referential, emotive, conative, phatic, metalinguistic, and poetic—were identified. These findings are summarized in Table 1.

The data on the table shows that all seven aspects of CA occurred in the interview, with varying frequencies. Turn-taking was the most dominant feature, appearing 195 times, highlighting the dynamic exchange between the interviewer and NCT 127. Preference organization followed with 36 occurrences, indicating patterns of agreement and disagreement in responses. Adjacency pairs were also frequent, appearing 22 times, showing structured question-and-answer sequences. Feedback and repair each occurred 13 times, reflecting moments of affirmation and correction. Opening conversation appeared twice, while closing conversation was the least frequent, occurring only once.

These findings suggest that turn-taking played the most crucial role in shaping the flow of interaction. In addition, the table shows that the referential function plays the most significant role in the interview, as much of the conversation revolves around sharing factual information. The conative function emerges through the interviewer's questions, which help steer the discussion and prompt responses from the guests. Meanwhile, the phatic function can be seen in moments of small talk and the use of discourse markers, which help maintain a natural flow and keep the conversation engaging. The following section explains the findings more detailed.

3.1. Types of Conversation Analyses (CA)

This section provides a profound explanation about CA comprising 1) opening conversation, 2) adjacency pairs, 3) preference organization, 4) turn-taking, 5) feedback, 6) repair, and 7) closing conversation.

Opening conversation. The first aspect that emerged in the conversation was the opening conversation. Based on the data, only the interviewer used an opening conversation. The excerpt below shows that Kevan Kenney (KK) starts the question:

Minute 1:19-1:49
  KK: *[...] So, would you mind just like for starters kind of introducing yourselves and also you know what K-Pops all about?*

Adjacency pairs. Adjacency pairs contribute as the factor of an automatic turn that occurr in the conversation. The turn indicates that the adjacency pairs are ordered. The types of talk in adjacency pairs are formed into two; to initiate the actions and to respond to the action initiated (Liddicoat, 2007).

As a host, KK did most of the initiated actions in the conversation. Also, as the interviewees, the idol group NCT127 gave responses to the initiated action such as below:

Minute 23:45-24:10

  KK: *Is that for one dance? It is like, or that is for a show?*
  JN: *I think what happened is like we learn. We work with our world-class choreographers..*
  KK asked a question to NCT 127 members regarding how long they spent time doing the dance choreography. Then JN initiated to answer, explaining how long they worked in choreography before performing. Based on the data, the automatic sequence occurred because JN as the second speaker followed KK as the first speaker. Therefore, adjacency pairs emerged in the conversation.

Preference organization. Preference organization tends to be the sequence of interactions in which the response to another speaker depends on the speaker himself. Furthermore, the speaker can organize the utterance regarding the preferred or dis-preferred response. The preference organization aspects found in the data transcription are request-acceptance, offer-acceptance, assessment-agreement, assessment-disagreement, and question-answer.

Request – acceptance. A request defines as the act of asking someone to do something. Based on the result, the request was responded to by acceptance. The following pattern shows the request-acceptance sequence.

Minute 21:27-21:33

KK: *Now let's try that. Let's do it for real, let's do it in English, all together.*
JN: *Yeah*
TY: *Okay*

In this interaction, a request happened when KK asked to sing a 'happy birthday' song together in English. It was because the audiences previously were singing in the Korean version. And then, it was responded by JN and TY with acceptance which showed a preferred response.

Offer – acceptance. Offer means an expression used to ask someone if they would like to do or have something. In addition, an offer could be giving a service. The response can be acceptance or decline. The pattern of offer-acceptance is shown below.

Minute 7:43-7:51

JN: *You can do it, Kevan. Kevan Kenney, want to give it a try?*
KK: *I will try it. I don't know, so wait. Just, so I understand what's going on.*

The interaction above shows that JN offers KK to try following HC to do *aegyo*. JN says, *"Kevan Kenney, want to give it a try?"* which indicates that JN offered KK to follow HC doing *aegyo*. Then KK's response was, *"I will try it."* It indicates that KK accepts the offer. Therefore, offer-acceptance occurred in this interaction.

Assessment. The term assessment refers to the utterance of the first pair part to ask for relevant agreement or disagreement from the second pair part. The interaction below demonstrates how assessment-agreement emerged in the conversation.

Minute 5:51-6:09

KK: *Four languages. Then you are trying to learn more languages?*
JN: *I feel like we all try too, because language has a lot to do with the culture.*

The interaction above demonstrates that KK asked to learn more languages by saying, *"Then you are trying to learn more languages?"* It indicates that KK emphasized that the members were learning more languages before asking for agreement. And then, JN's agreed, and he also shared the reason. JN said, *"I feel like we all try too,"* which indicates agreement. Therefore, it shows that assessment-agreement emerged in this interaction.

In contrast with the response's agreement, disagreement expresses the opposite opinion. Below is the assessment-disagreement pair that emerged in the conversation.

Minute 6:46-6:57

KK: *Why do I think it is like a joke on and on?*
JN: No. No. No. It is, it's a, it's like showing cute. Like, uh I cannot with another word…[..]

Based on the interactions above, the assessment-disagreement pair emerged when the second pair part showed the opposite from the first pair part. The interaction showed KK's opinion regarding the *aegyo* since the audiences were laughing. KK thought that doing *aegyo* referred to a joke or prank. Then, JN initiated to confirm and shows a disagreement response by saying *"no. no. no."*

Question – answer. The question-answer pair refers to the utterance of asking for information, and the response can be information provided. The following is the interaction of question-expected answer occurred.

Minute 13:15-13:24

KK: *[…] Uh, anybody else, any other American artists or is it just Shawn Mendes?[..]*
JH: *Um, we also like Calvin Harris.*

The question-expected answer emerged in the interaction above. The question *"any other American artists or is it just Shawn Mendes?"* indicates that KK sought information about other American artists that NCT127 members loved and respected. Then JH responded by saying, "*um, we also like Calvin Harris."*

The discussion above showed that preference organization as the aspect of CA emerged in the conversation. The analysis demonstrated that preferred, and the second pair part implied whether preferred or dis-preferred responses.

Turn-taking. In a conversation, the participants need to switch the position of both speaker and listener. When the first participant speaks, then the other should be the listener. In the conversation between KK and idol group NCT127, turn-taking occurred. The current speaker chooses the next speaker because the current speaker wants to seek information or ask opinions from the selected speaker. Besides, when no participant wants to talk, the next speaker initiates to speak to keep the discussion going on.

Current speaker selects next speaker. The current speaker selects the next speaker through addressing the term (name) or initiating action with gaze. The interaction which showed the current speaker selects next speaker was indicated by the following interactions.

Minute 12:09-12:20

MK: *And Taeil wants to add on as well*
KK: *Please…*
TL: *Anyone can do it, as long as long as you love K-Pop. Be passionate….*

MK mentioned TL's name to speak and deliver his opinion. After MK said his name, TL talked about his idea. Therefore, the current speaker selecting the next speaker emerged in this interaction.

Next speaker self-select. The next speaker spoke when no one tried to talk, and the previous speaker did not point anyone. The purpose of self-select was that the speaker initiated to continue the interaction. The conversation between and idol group NCT127 was dominated by the next speaker's self-select techniques. Most of the interaction occurred because the speakers self-select to be the next speaker as shown in the example below.

Minute 1:19-2:14

KK: *[…] so, would you mind just like for starting, kind of introducing yourselves and also you know what K-Pops all about?*

MK: *Uh yeah umm. K-Pop, well um I really, I think K-Pop is a growing genre of music and it is gradually spreading across the world. […]*

According to the interaction above, MK self-select to be the next speaker. It can be seen from MK's statement, which initiated to answer after KK asked the question, "*So, would you mind just like for starters kind of introducing yourselves and also you know, what K-Pops all about?"* KK did not point who would be the next speaker to answer the question. And then, MK initiated to reply to KK's question when nobody tried to speak. It indicates that MK did self-select to take his part to talk because KK, as the previous speaker, did not address and initiate with a gaze to select the next speaker.

Feedback. There are two ways of giving feedback: verbal and non-verbal. Verbal feedback uses response words such as 'mhm' and 'uh huh' or paraphrasing the speaker's statement while non-verbal feedback uses body position and eye contact.

Minute 20:11-20:13

JH: *We are always ready.*
KK: *Always ready, right. Cool.*

The interaction above indicates that KK provided feedback by saying *"always ready,"* which paraphrased JH's statement. It showed that KK used verbal feedback to respond to both JN and JH statements. Therefore, feedback expression is realized in the interaction because KK showed an expression that refers to verbal feedback.

***Repair*.** Two types of repair emerged; self-initiated and other-initiated repair.

Self-initiated self-repair. When the speakers indicate something wrong, they initiated to do self-repair. As a result, self-initiated self-repair became the type of repair most often in the dialogue between KK and idol group NCT127. In most cases, the participants initiate the error in their utterances and do self-repair related to the pronunciation, diction, and reformulate their statement.

Minute 4:04-4:17

JH: *Like, it is most, it is like, it is like similar. And in Seoul, I like to see the night view of like the buildings and stuff.*

The excerpt above showed that JH repairs twice in his utterance by replacing the word *"its most"* with *"it's like"* to emphasize his statement about the similarity. JH also initiates to replacing the phrase *"the night"* with *"the view of,"* then finally he said *"the view at night."* JH needs to reorganize his words several times to make a good statement. Therefore, the types of self-initiated self-repair emerged in this excerpt.

Other-initiated other-repair. This type of repair occurs when the recipient indicates and resolves the problem. Therefore, only one participant notices the error and repairs it. The excerpts showed the type of this repair.

Minute 16:14-16:40

TY: *Thank you. And uh Oh Mark Lee (laughing), uh Mark Lee, he is uh NCT127 uh second youngers.*
MK: *Second youngest (whispers)*
TY: *Second youngest and very cute. Um, very cute and his rap is amazing.*

The interactions above showed that MK initiated to correct TY's last word "second youngers" to "second youngest," which is more suitable. Therefore, the type of repair other-initiated other-repair emerged in the conversation.

***Closing conversation*.** Closing in conversation indicates that it almost achieved the end of a conversation. Below is the excerpt which is indicated to be a closing statement.

Minute 25:01-25:16

KK: *Yeah, yeah. All right, well guys thank you so much this is one of the most fun BUILD you ever had. Thank you all for coming in and thank you for those outside. I hope that they can here with us, I don't know if they can or not. But as you can see, good luck when getting out, gentlemen. And I enjoy the rest of your stay in New York.*

The excerpt above indicated that the interviewer wanted to close the conversation. KK's statement showed thanks to NCT127 members and the audience because of their attendance. Finally, KK says the closing statement, which indicates that the show and interview ended.

3.2. The communicative function of CA

There are six communication functions used in the Build Talk Show, namely 1) referential, 2) emotive, 3) conative, 4), phatic 5) metalinguistic, and 6) poetic function. The followings are the detailed explanation.

Referential function. The researchers found referential function in six aspects of CA: opening conversation, adjacency pairs, preference organization, turn-taking, feedback, and repair. The following is an excerpt containing a referential function in the repair aspect.

Minute 12:51-12:55

KK: *This is, is this really new to you guys? He is like, he is a big, he is a big fan of, you know, K-Pop. Yeah. He is always on billboard calmly talking about wanting to collaborate with K-Pop.*

The excerpt above indicated that KK conveyed the information regarding an American artist, Shawn Mendes, who was interested in K-Pop. Therefore, this excerpt of the repair aspect contains a referential function because KK shared information with others.

Emotive function. Emotive function relates to the emotions or feelings of the speaker. Based on the data the researchers found expressive function in all aspects of CA. Below is the excerpt that contains an expressive function in the turn-taking aspect.

Minute 8:41-8:44

KK: *You guys are very nice. I feel like I just got given like the participation ribbon in the contest.*

The excerpt above showed that KK gave compliments to the guests. KK expresses his excited sensation toward the NCT127 members' attitude response. It indicates that KK said about the feeling in this utterance.

Conative function. Conative function means that the speaker's statement can influence the behavior or mindset of the receiver. Based on the data, the researchers found the conative function in almost all aspects of CA except in the closing conversation. The excerpt which contains the conative function is shown below.

Minute 21:27-21:31

KK: *Now let's try that. Let's do it for real, let's do it in English, all together.*

The excerpt above contains the conative function shown by KK when asking the participants to sing "happy birthday" in English, meaning that KK affects the participants to do something based on what he said.

Phatic function. Phatic function is classified into developing social interaction toward the speaker and interlocutor. The following is one of the findings that contain phatic function found in adjacency pairs, preference organization, and turn-taking aspects.

Minute 7:43-7:45

   JN: *You can do it, Kevan. Kevan Kenney, want to give it a try?*

The excerpt above used the phatic function shown by JN's utterance. It indicated that JN is trying to build interaction with KK by asking the question. The purpose is to create interaction and prolong the communication.

Metalinguistic function. Metalinguistic function relates to conveying the message with a code in which its function is to describe, clarify, or confirm. There are several times of metalinguistic functions found in the conversation such as the following.

Minute 7:46-7:53

   KK: *I will try it. I do not know, so wait. Just, so I understand what is going on. There is like the normal version, and then there is like a cute version.*
   JN: *Yes*

The interaction above shows that KK asks for clarification to examine whether his assumption is compatible with others' opinions. Therefore, a metalinguistic function is realized in this interaction.

Poetic function. Poetic function focuses on the message and the aesthetic of language. The word used in poetic function emphasizes the aesthetic and creative way to convey the message. One finding contains poetic function found in the turn-taking aspect.

Minute 19:32-19:48

   JN: *Haechan, uh he is a, I do not to say zinc the engine in our group. Uh, he is very, is, it is not, it is not the same without him. So, I hope you are always by our side. We miss you even when you are here, you know. Yes.*

JN's statement, "We miss you even when you're here," indicates that he would convey the message in poetic expression because his message is covered in aesthetic language.

3.3. Discussion

This study examines an interview between KK and NCT 127 on the BUILD Talk Show, exploring how the conversation unfolds through the lens of Conversation Analysis (CA) using Paltridge (2012) framework. It also looks at the communicative functions of language based on Jakobson (1960) model. The finding reveals that all seven aspects of CA— opening conversation, adjacency pairs, preference organization, turn-taking, feedback, repair, and closing conversation — are present in the interaction. Additionally, the conversation reflects six key communicative functions, including referential, emotive, conative, phatic, metalinguistic, and poetic.

The findings related to the first research question align with existing literature on media discourse and interactional patterns. The opening conversation aligns with Paltridge (2012) notion that opening sequences serve to engage participants and introduce the topic. Adjacency pairs facilitated smooth turn exchanges and coherence in dialogue, as described by Paltridge (2012). Preference organization was evident when requests, such as KK inviting the group to sing in English,

were met with acceptance, demonstrating cooperation. Conversely, disagreements, such as KK's assumption about *aegyo* being a joke, illustrated dis preferred responses, reflecting the negotiation of meaning (Sitepu et al., 2020). Turn-taking was structured as KK often selected the next speaker explicitly, while NCT127 members frequently self-selected when contributing to discussions about K-Pop and their experiences, which is consistent with Clift (2016). Feedback was also crucial, as seen when KK paraphrased JN's statement ("*Always ready, right. Cool.*")*,* signaling understanding and agreement, which aligns with Paltridge (2012). Repair strategies further highlighted collaborative meaning-making through self-correction and other-correction, reinforcing Liddicoat (2021) findings. Finally, the structured ending of the conversation followed Paltridge (2012) description of conversational closure.

Regarding the second research question, it was found out that Jakobson (1960) six communicative functions emerged throughout the conversation, demonstrating their significance in multilingual and media discourse settings. The referential function was used in informative responses, supporting Jakobson (1960) classification. The emotive function was expressed through humor and excitement, aligning with the characteristics of emotive discourse analysis. The conative function was found in directives and invitations, reflecting Jakobson (1960) framework. Phatic communication was used to establish social bonding, reinforcing previous findings on its role in interaction. The metalinguistic function was demonstrated in clarifications of language and cultural references, while the poetic function was evident in creative wordplay and expressions, though it appeared less frequently.

These findings contribute to understanding media interviews, multilingual communication, and EFL learning. The structured turn-taking and adjacency pairs ensured coherence despite linguistic diversity, while repair strategies highlighted negotiation in cross-cultural exchanges (Liddicoat, 2021; Paltridge, 2012). Furthermore, the dominance of referential and emotive functions underscored the balance between information-sharing and interpersonal engagement, making the interaction accessible to a broad audience (Gee, 2014; Jakobson, 1960).

In the context of EFL learning, the interview exemplifies real-world language use, demonstrating interactional patterns that learners can analyze for improving discourse management and conversational fluency (Seedhouse, 2004; Walsh, 2011). The findings also emphasize the role of communicative strategies in multilingual media settings, showcasing how language functions adapt to different speakers and contexts (Sert, 2015).

In summary, these findings align with the study's objectives by illustrating how CA elements contribute to effective communication in media interviews. The structured turn-taking and adjacency pairs ensure clarity, while repair mechanisms help manage linguistic challenges. Furthermore, the dominance of referential and conative functions highlights the interview's goal of information exchange. Understanding these dynamics is crucial for multilingual communication and EFL learning, where structured interaction strategies can enhance comprehension and participation. By integrating CA and communicative functions, this study provides valuable insights into how spoken discourse is managed in professional interviews, contributing to broader discussions on media discourse and language pedagogy.

4. Conclusion

This research investigated the interactions and conversations in an interview between BUILD talk show host KK and members of the idol group NCT127 using the Conversation Analysis (CA) approach. By analyzing video interviews and conversational transcripts, the study identified various CA aspects such as opening conversation, adjacency pairs, preference organization, turn-taking, feedback, repair, and closing conversation, as well as communicative functions like referential, emotive, conative, phatic, metalinguistic, and poetic. The findings highlight the complexity and richness of multilingual interactions in media discourse, providing valuable insights for both conversation analysis and language teaching practices.

The findings of this study have several important implications for both the field of conversation analysis and language teaching. By identifying the CA aspects and communicative functions in the interview between KK and NCT127, this research highlights the complexity of multilingual

interactions in media discourse. These insights can enhance our understanding of how turn-taking strategies and communicative functions operate in cross-cultural conversations. Additionally, the study underscores the relevance of CA in educational settings, particularly in English Language Teaching (ELT). Teachers can use these findings to better manage classroom interactions, facilitate student participation, and build a deeper understanding of language use in real-world contexts.

Declarations

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