

## **The Structural Components of the Discourse Topic in Selected Call-In Programmes of Egesa FM**

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**Abstract:** The paper examines the structure and organization of discourse topic in call-in programmes on a selected Kenyan Vernacular FM station broadcasting purely in Ekegusii Language. Using the Conversation Analysis (CA) theory as developed by Sacks *et. al* (1973, 1974 and 1976) the paper outlines the structure and organization of discourse topic The paper postulates that the discourse topic during call-in conversations is made up of the following components: Opening sequence, closing sequence, turn taking system, conversational repair, adjacency pairs and backchannels. The paper argues that proper organization of these structural components immensely contributes to the effective organization of the discourse topic during the interactions hence successful communication is realized.

**Keywords:** Call-In Programmes, Egesa FM Station, Phone-Ins, Vernacular Language

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