The Oprah Winfrey Show

Oprah Winfrey is internationally famous for having hosted the most popular talk show on American television. For more than 25 years, millions of TV viewers tuned in worldwide every day to watch her. She has become a household name and is now one of the richest women in the world.

But how did “The Oprah Winfrey Show” become so successful and how did Oprah get there? It might sound unbelievable, but Oprah’s career actually started when the then 17-year-old Oprah won a beauty contest. Then the sponsors of this contest, a radio network, offered her a part-time job as a news presenter in the local radio show. While working there and studying at university Oprah was offered a job as an evening news presenter in a Nashville TV station. Oprah accepted and became the youngest and first African-American news anchor in Nashville.

Her big breakthrough, however, came with the launch of the extremely popular TV chat show ‘People Are Talking’ in Baltimore in 1976. After hosting the show for 6 years, Oprah became the presenter of the morning show ‘AM Chicago’ which was renamed ‘The Oprah Winfrey Show’ only one year later.

These are the most important reasons for Oprah’s talk show success:

1. Oprah made the very private very public. She was the first presenter that talked about her own feelings and experiences. That is why a lot of guests talked to her about private matters, too.

2. Oprah has helped many people learn to accept others who are not like them. Being a black woman, Oprah herself also stood for two minorities in the entertainment industry.

3. Oprah focused on positive themes. She wanted to show people how to make the best of their lives and how to be happy.

4. She herself stands for the American dream.

5. Oprah had interviews with a lot of famous stars such as for example Tom Cruise, Lady Gaga or Barack Obama. The most watched interview in TV history is still Oprah’s TV interview with Michael Jackson.

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1 > to be the person who talks to guests on a radio or television show
2 >> presenter
3 > noun of successful
4 >> the group of people who are different from the larger group in a country, area, etc.