

CHAPTER I

INTRODUCTION

This chapter presents background of the study, problem of the study, objective of the study, scope and limitation of the study, significance of the study and definition of key terms.

A. Background of the study

Communication is the key term to create a good interaction or relationship among people. People must keep the communication runs well. If it is broken, it will threat the relationship. Creating successful communication needs enough knowledge about Pragmatics. It will help the interlocutors to convey the message to the other interlocutors in personal communication. While there are various kinds of culture in this world that will make it more complicated. Therefore, in cross cultural communication lacking proficiencies of this pragmatics knowledge could induce communication breakdown.

Being polite seems really important for everyone to successful communication with others. The importance of being polite is caused by the content of conversation, since often what needs to be communicated is unpleasant and threatening to the hearer. When communicating with others, people should consider the other face. Being polite is necessary to avoid embarrassing other people and trying to determine what the appropriate

things to say to someone else are and what ones are not to. Thus, politeness refers to the situation where we respect to the others and to whom we speak.

Some words of linguistic politeness like the word “please” are commonly used not only when there are face threatening acts but also are often used for conventionalized forms even no FTA is present. Therefore, politeness is an important subject matter in a communication. In addition, politeness is also universal matter. Mostly, languages build their own politeness rule. Like Javanese people, they have their own rule to speak to others. It is a must to consider politeness in the daily communication. While communicating, they must decide on an appropriate speech style: high, middle and low. This is what we call as “Bahasa Krama”.

In spite of this, politeness also becomes one basic rule in Islamic percept. Islam teaches muslim to be polite, at least in saying the words. It is stated in a verse in Qur'an surah Al-Baqarah; 263 as follows:

قول معروف و مغفرة خير من صدقة يتبعها اذى, والله غني حليم.

*Kind words and covering of fault are better than charity followed by injury,
God is free of all wants and He is Most Forbearing.*

This verse shows that the good way in communication is by using kind words or polite words and always forgiving for the mistakes. Islam is a nice religion that also gives a rule or we can call it as a guidance to sustain a great muslim civilization. This is as the evidence that Islam also intends to create a good relationship not only among muslims but also to the people outside Islam in order to keep brotherhood in the world. As like teaching human to be polite

with all people around not to make them being hurt. Therefore, we can say that being polite in speaking is important to avoid embarrassing or even hurting the others.

There are some various ways of people expressing their politeness. While Brown and Levinson stated some politeness strategies. These politeness strategies show the categorization of some expressions that are polite, more polite, the most polite, and impolite or none of these. Many previous studies investigated the use of politeness strategy in various kinds of objects such as EFL learners like students or teachers or both of them, some kinds of languages, and interviews as like talk show.

In this study, the writer prefers to do an analysis in an interview. There are some previous studies in investigating such kind of interview. Seeing how the interviewer can make the interview runs well even there is an FTA there and how he can manipulate some questions that maybe make the interviewee feels uncomfortable. Even though the interviewer has an antagonistic position toward the interviewee, it does not mean there is unnecessary to be polite.

The previous studies that are related to this study give much knowledge for the writer. The first is “Politeness strategies in interview questions” (Masaryk University in USA, 2012) written by Ivana Petříčková. This study investigated politeness strategies used by interviewers in their questions that was examined using data from two CNN talk shows, namely State of the Union and Piers Morgan Tonight. It shows that the choice of

politeness strategies depends not only on the real social distance of speaker and hearer but also by on how the speaker wants the distance to evolve during the conversation. The choice of a strategy is thus influenced by the way the speaker wants to be perceived by the audience, whether as an objective professional in political interviews or as a friendly host in interviews with celebrities.

The second is “Analysis of Politeness Strategies Used in Oprah Winfrey’s Talk Show with Ricky Martin as Guest Star” (Udayana University) written by Luh putu ayu adhika putri. This study revealed that politeness strategies and the factors that influence the choice of strategies have a correlation, whether when speak to female or male person or have a close relation or not they always try to be polite in all situations and positive politeness strategy was often be used in this talk show.

In those previous studies analyzed the use of politeness strategies in a TV talk show. But, in this study the writer chooses talk show in radio, namely Talk Radio. Therefore, the utterances that are used by the radio interviewer are investigated in this study. Focusing on how a talk radio show interviewer performs to entertain his guest stars and his audience. The main discussion is on the choice of politeness strategies used, moreover to know is there any possible factor that influence the choice in this particular situation.

There are two radio interviewers as it is a kind of comparative study. The interviewers are from American and British. This is because either American or British become a patent direction for all English learners and the

writer tends to study pragmatics view of them. It is argued that all those strategies are used either according to the context or to define the environment. The ethnographic approach suggests that it is important for a discourse analyst to have enough background knowledge to interpret a text. Therefore, the writer wants to conduct the study entitled "**Comparative Study of Politeness Strategies Used by an American and a British Radio Interviewers**"

B. The problems of the study

Considering the background above this study investigated the use of politeness strategies by an American radio interviewer "Steve Inskeep" and the British "John Humphrys. The following problems of the study were raised:

1. What politeness strategies are used by American and British radio interviewers?
2. How politeness strategies are used by American and British radio interviewers?
3. What similarities and differences of politeness strategies are used by American and British radio interviewers?

C. The Objective of the study

In line with the information of the problems above, the objectives of this study are:

1. To know what politeness strategies are used by American and British radio interviewers.
2. To describe how the politeness strategies are used by American and British radio interviewers.
3. To know what similarities and differences of politeness strategies are used by American and British radio interviewers.

D. Scope and limitation of the study

The writer has a big interest in politeness theory that is included in the subject of Pragmatics, especially in politeness strategy that is stated by Brown and Levinson. This study investigates the use of politeness strategies by the two radio interviewers in their questions. The politeness strategies are Bald on record, Positive politeness, Negative politeness, and Off-record. A talk radio interviewer is chosen because there is no study investigating the use of politeness strategies in this kind of object.

There are three underlying analyses in this study. The first focuses on the analysis of how the interviewers applied the politeness strategies in their utterances. The second focuses on some factors that influence the choosing certain politeness strategies in their utterances. Then, trying to find

any similarities and differences between the American interviewer and British interviewer.

E. The Significances of the Study

This study has two basic significances besides its role in enriching stock of knowledge. Theoretically, this study gives a contribution in Linguistics field, particularly in politeness strategy as a reference or a comparable study. Practically, the concept of politeness asserted in this analysis will give some teachings about politeness in daily communication. We can also apply different strategies in different situation to keep the good way in communication. Moreover, there is an added knowledge about the implementation of politeness strategies in a radio interviews to give a new different view in this case study.

F. The Definition of Key Terms

The terms used in this study might give confusion, unless they are briefly and clearly described. To avoid some misunderstandings or misinterpretations and make the readers not to feel confuse, uncertainty and ambiguous in reading this study, so the writer provides some definition of key terms as follows,

1. Politeness strategy

Politeness strategy is the ways of how utterances are used in communication in the purpose of keeping the speaker's and hearer's face in interaction (Brown and Levinson, 1987).

2. Talk Radio

Talk radio is one of the radio program in the talk show format. This is produced with an innovated format not only to gather information but also to gather an interest from the listeners.

3. Radio Interviewer

An interview is a conversation between two or more people where questions are asked by the interviewer to elicit facts or statements from the interviewee.¹ While radio interview is one of the radio program as a tool to gather information from the interviewee and the interviewer is called as radio interviewer.

¹ "Interview", Wikipedia Online, <http://en.wikipedia.org/wiki/Interview>, accessed at April 01, 2015.