

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents some theories that the writer is going to apply to do the analysis based on the problems in the previous chapter. The focus discussion of this study is about politeness theory and talk radio show interview.

A. Brown and Levinson's Politeness Theory

When hearing about politeness, it seems difficult to have a competency to explain what politeness is and how it works. Politeness theory is the most considerable theory that can give a brief explanation in defining politeness. It was first introduced in 1978 as a part of collection of essays *Questions and politeness: Strategies in social interaction* edited by Esther N. Goody.² It is based on "Webern view of communication as purposeful-rational activity".³ Politeness used depends on the context and the face wants of involved participants.

1. Face and face threatening acts

Brown and Levinson argued that everyone in a society has their own public self-image or commonly called as "face". This is based on Goffman who defines face as "positive social value a person effectively claims for himself by the line others assume he has taken during a

² Ivana Petříčková. "Politeness strategies in interview questions", (Bachelor's Diploma Thesis, Masaryk University, USA, 2012), 11.

³ George Kasper, *Politeness*. In F. Brisard, F. Östman & J. Verschueren (Eds.), *Pragmatics of Interaction*. (Amsterdam, NLD: John Benjamins Publishing Company, 2009), 160.

particular contact".⁴ Face can thus be likened to a person's self-esteem⁵. It represents the way a person is perceived and since it is not a constant value and it continually develops.

There are two aspects of face, positive face and negative face. Negative face is the want to be independent and not imposed on by others. Positive face is less obvious and it denotes the want to be accepted and liked, to be treated as a member of the same group, and to know that one's wants are shared by others.⁶

Brown and Levinson give more explanation about both of face, positive face and negative face. Positive face is defined as the addressee's 'perennial desire that his wants should be thought of as desirable'⁷, and negative face as the addressee's 'want to have his freedom of action unhindered and his attention unimpeded.'⁸ Knowing about this can make person be more tolerant and wiser to act to others.

Maintaining face is really important in order to keep the communication not to be broken. Therefore, every person has two aims of it: saving their own face (defensive orientation) and saving others' faces (protective orientation).⁹ Brown and Levinson argue that the cooperation in maintaining face is based on the mutual vulnerability of face.¹⁰ Since

⁴ Erving Goffman. "Interaction ritual; essays on face-to-face behavior". (Garden City, NY: Doubleday, 1967), 5.

⁵ Yan Huang, *Pragmatics*. (New York, NY: Oxford University Press, 2007), 116.

⁶ George Yule, *Pragmatics*. (Oxford: Oxford University Press, 1969), 62.

⁷ Almut Koester, *Investigating Workplace Discourse*. (Routledge, 2006), 101.

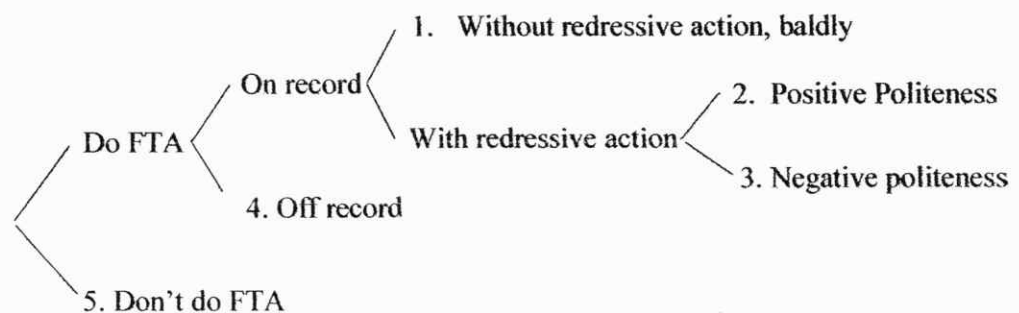
⁸ Ibid., 129.

⁹ Goffman, *Interactional ritual*, 14.

¹⁰ Penelope Brown dan Stephen C. Levinson, *Politeness. Some universals in language usage*. (Cambridge: Cambridge University Press, 1987), 61.

there is great possibility of any other participants may be harmed by the others depends on the concern of maintaining each other's face. Acts that threaten someone's face are called face threatening acts (FTAs). Although everyone has interest to avoid a face threatening acts, but it can be intrinsically included by either speaker or hearer. There are some typical FTAs including acts such as accusations, insults, interruptions, complaints, disagreements or requests.

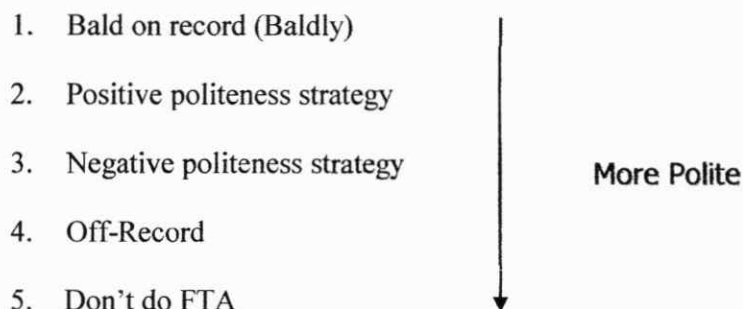
Although face threatening acts sometimes cannot be avoided, Brown and Levinson stated five strategies¹¹ that can be chosen by the speaker in the appropriate needs and context. Each strategy can represent the effort needs in order to save the hearer's face. The strategies are generally divided into two kinds, on record strategy and off record strategy. While, on record strategy has two types. These type are the strategy with redressive action and without redressive action. Then, using redressive action is divided into positive politeness and negative politeness. Bald on record belongs to the strategy without redressive action. Below is the figure to make easier understanding about it.



¹¹ Jan Renkema, *Introduction to Discourse Studies* (Amsterdam: Library of Congress Cataloging in Publication Data, 2004), 26.

Figure 1: Politeness strategies by Brown and Levinson

From the figure above, the hierarchical concept of politeness strategy can be drawn as follows:



Below are provided some examples of each strategy,

- a. Hey, lend me a hundred papers. (baldly)
- b. Hey, friend. Could you lend me your ball? (positive polite)
- c. I'm sorry I have to ask, but could you lend me your pen? (negative polite)
- d. Oh no. I'm out of cash! I forgot to go to the bank today. (off record)¹²

For the last type of these strategies, don't do the FTA is the better choice if the risk of speaking is too great. Therefore, these are some strategies to do a politeness in order to maintain the other face or it is common called as FSA (Face Saving Acts).

¹² Ibid., 27.

2. On record strategy of politeness

There are some words that are familiarly called as the magic words by some people. The words are "apologizing" (e.g. forgive me, please), "Thanking" (e.g. thank you very much) and "Ask for help" (e.g. would you like to help me?). These words are considered as magic because they can be used to maintain people face and not everyone can apply them because of their self-prestige consideration. This may include into some actions that are called as redressive action. Redressive action is an action that is needed to minimize or prevent the loss of face.¹³ Not only redressive action, Brown and Levinson also stated the strategy without redressive action in their theory. Redressive and non-redressive action are the kinds of on record strategy of politeness.

On record strategy without redressive action commonly called as Bald on record. Then, on record strategy with redressive action is divided becomes two types. Those are positive politeness and negative politeness. Each type offers its own way in order to save face threatening acts.

a. On record strategy without redressive action

In politeness strategy, the only one that is not needed to use a redressive action is Bald on record. The most direct among the strategy is to act baldly on record. Direct speech acts are used and they tend to contain the imperative without any mitigating devices.¹⁴ Bald-

¹³ Ibid.

¹⁴ Joan Cutting, *Pragmatics and discourse: A resource book for students*. (London: Routledge, 2008), 46.

on-record acts are preformed when the speaker has significantly more power than the hearer or when the threat involved is very small. When urgency or efficiency is necessary, a face threatening act can also be done without redress.

Although bald on record strategy is not usual to try the threat to the hearer's face, but there are some ways in using bald on record in order trying to minimize the face threat implicitly. Doing such a strategy will embarrass the addressee and thus this strategy often uses in situation that the speaker has relationship with the hearer or there is a little range of the social distance between them. There are two types of bald-on-record usage.

Type 1: Where face is ignored or is irrelevant so the face threat is not minimized.

Type 2: S minimizes face threats by implication where in doing the FTA baldly on record.

Furthermore, Brown and Levinson outline various cases in which one might use the bald on-record strategy, including¹⁵:

1. Instances in which threat minimizing does not occur
 - a. Great urgency or desperation (*Watch out!*)
 - b. Speaking as if great efficiency is necessary (*Hear me out:...*)
 - c. Task-oriented (*Pass me the hammer; Have a seat.*)

¹⁵ Luh putu ayu adhika putri. "Analysis of politeness strategies used in oprah winfrey's talk show With Ricky Martin as guest", (Undergraduate thesis, Faculty of Letters Udayana University, Bali, 2012), 4.

d. Little or no desire to maintain someone's face (*Don't forget to clean the blinds!*)

e. Doing the face-threatening act is in the interest of the hearer (*Your headlights are on!*)

2. Instances in which the threat is minimized implicitly

a. Welcomes (*Come in ; Please welcome ...*)

b. Offers (*Leave it, I'll clean up later ; Eat!*)

b. On record strategy with redressive action

Doing redressive action is the better way of being more polite. If a person goes on record with redressive action, it means that he/she expresses an utterance while trying to neutralize a possible face damage of the hearer. This is the way, the person uses politeness to soften the FTA. Two types of on record strategy are explained below.

1. Positive politeness Strategy

Positive politeness is an effort to save and be directed to hearer's positive face. By using positive politeness strategies, the speakers show that they are co-operators with the addressee and that they have a common ground.

In another word, by the help of positive politeness, the hearer's positive face is strengthened, as the speaker ensures the hearer that he/she likes him/her. Example: "Oh, you make such great coffee! Would you...?. This example use a compliment to soften the request. The scope of this strategy is wide because it can

involves such strategy such compliments or jokes and can be used freely in conversation without having to mitigate a specific face threat. This strategy also useful because it can reduce the social distance between the speaker and the hearer and also a potential of FTA becomes weaker.

There are 15 positive politeness strategies listed by Brown and Levinson. With first eight of the strategies, the speaker claims common ground, "indicating that S and H belong to the same set of persons who share specific wants, including goals and values"¹⁶. The latter strategies are used to convey that speaker and hearer are co-operators and have the same goals. Consequently, if speaker requires something from the hearer, he can use the strategies to hint that by attending to the speaker, the hearer is acting in his own interest as well.¹⁷

1. Notice, attend to H
2. Exaggerate (interest, approval, sympathy with hearer)
3. Intensify interest to H
4. Use in-group identity markers
5. Seek agreement
6. Avoid disagreement
7. Presuppose/raise/assert common ground
8. Joke

¹⁶ Ibid., 103.

¹⁷ Petříčková, "Politeness strategies in", 17.

9. Assert or presuppose S's knowledge of and concern for H's wants
10. Offer, promise
11. Be optimistic
12. Include both S and H in the activity
13. Give (or ask for) reasons
14. Assume or assert reciprocity
15. Give gifts to H (goods, sympathy, understanding, cooperation)¹⁸

An example of use of the first strategy, "Goodness, you cut your hair! (...) By the way, I came here to borrow some flour."¹⁹ This strategy does not have to directly refer to an FTA. In this case, the speaker attends to the hearer's interest such as giving a compliment. This makes the hearer's feels not annoyed if the hearer requests of borrowing, even though there is no connection between haircut and flour.

The use of tag questions is also helpful for this strategy. As like "you know" and "see what I mean?" is directed to ask the hearer's interest. There is also some group identity markers that helps the communication be more intimates, means that non-member of this group would not understand and makes it more

¹⁸ Brown and Levinson, *Politeness*, 112.

¹⁹ *Ibid.*, 103.

exclusive. While, according to Ivana, explaining agreement expression.

When expressing agreement, speaker uses "safe topics", which are those that make it easier to have the same opinion about. The better the speaker knows the hearer, the easier it is to find safe topics. However, there are some topics that are safe also with complete strangers, such as the beauty of gardens, the incompetence of bureaucrats or the irritations of having to wait in a line (Brown and Levinson 1987, 112).²⁰

Therefore, finding safe topics is very important to the speaker when expressing agreements. This makes positive politeness strategy has a wide range that does not need to mitigate a specific face threat. But, there is something that is necessary to be considered. Positive politeness gives a greater risk for the speaker of suffering a refusal and maybe preceded by some "getting to know you talk". This can be the weakness of doing positive politeness strategy.

2. Negative Politeness Strategy

Negative politeness is directed towards the hearer's negative face, i.e. his/her potential threat of losing personal freedom of action. Therefore, the speaker shows respect for the hearer's negative-face wants. Example: "I'm sorry to bother you but... Would you mind making coffee?" Typically, this strategy uses a

²⁰ Petříčková, "Politeness strategies in", 19.

modal verb as like in this example. For more example like "Could you lend me a pen?", I know you are busy, but might I ask you if you happen to have an extra pen for me?", etc.

Brown and Levinson list following 10 strategies that make use of negative politeness:

1. Be conventionally indirect
2. Question, Hedge
3. Be pessimistic
4. Minimize the imposition
5. Give deference
6. Apologize
7. Impersonalize S and H, avoid the pronouns "I" and "you"
8. State the FTA as a general rule
9. Nominalize
10. Go on record as incurring a debt, or as not indebting H²¹

These strategies are oriented towards hearer's negative face and they tend to "emphasize one's deference to the addressee".²² It is always specific and focused, as it is directed at minimizing the imposition of a specific FTA and is not used freely in the conversation the way positive politeness is.²³

²¹ Brown and Levinson, *Politeness*, 131.

²² Huang, *Pragmatics*, 16.

²³ Brown and Levinson, *Politeness*, 129.

Assumption plays important role in determining the danger of an FTA. This is to ask someone about the personal information there is a willing or not to share about. Making use of hedges is one of the ways in which the speaker is able to avoid commitment to these assumptions.²⁴

There is a lot of variation in how hedges are labelled and defined as a result of extensive research.²⁵ Brown and Levinson define hedge as a part of speech that "says of the membership that it is partial, or true only in certain respects, or that it is more true and complete than perhaps might be expected".²⁶ Their examples include words like might, could, sort of.

Allott argues that hedging in conversation can be seen as "milder version of opting-out"²⁷. Thus, one reason to use a hedge in an utterance is to explicitly state the awareness of making an FTA and to show the addressee that the speaker understands if the addressee feels imposed on.

3. Off record strategy

Speaker may also use off record strategy. In this way "it is not possible to attribute only one clear communicative intention to

²⁴ Ibid., 146.

²⁵ Brona Murphy, *Corpus and sociolinguistics: Investigating age and gender in female talk*. (Amsterdam, NDL: John Benjamins Publishing Company, 2010), 48.

²⁶ Ibid., 145.

²⁷ Nicholas Allott, *Key terms in pragmatics*. (London, GBR: Continuum International Publishing, 2010), 49.

the act".²⁸ The hearer's face is protected by having the option to retreat behind the literal meaning of the words²⁹ and the speaker can save his face by denying having performed the face threatening act. Therefore, this strategy minimizes the threat most successfully; however, the speaker risks being misunderstood and failure to communicate the FTA. An example of using an off record strategy is an utterance such as "I must have forgotten my pen" in place of bald on record request "Lend me your pen".³⁰

4. Choice of Strategy

The speaker is freely in choosing the strategy. But, each strategy has its own rule to be considered while choosing the appropriate strategy. Brown and Levinson³¹ list the strategies according to the degree in which they serve to save face:

1. Bald on-record
2. Positive politeness
3. Negative politeness
4. Off-record.

As it was explained before, the last strategy (off-record) is the safest and the more dangerous an FTA is, the more will the speaker tend to choose a higher-numbered strategy.³² Positive politeness is regarded as more dangerous than negative politeness

²⁸ Brown and Levinson, *Politeness*, 211.

²⁹ Cutting, *Pragmatics and discourse*, 46.

³⁰ Petříčková, *Politeness strategies*, 14.

³¹ Brown and Levinson, *Politeness*, 73.

³² *Ibid.*

since it is based on emphasizing closeness, and the speaker has thus to take the risk of expressing his belief that there exists a friendly relationship between the participants. It could seem that the safest choice would be to always use the off record strategy. However, there are several reasons why speakers use other strategies as well.

The factors that cause speakers to use less safe strategies given by Brown and Levinson³³ can be summed up this way:

1. Off-record strategy is ambiguous and since the hearer must infer meaning enclosed in the violation of Gricean maxims, it requires more effort and time than other strategies.
2. If a speaker chooses strategy that is usually used for FTAs with higher risk, the hearer could assume that the threat is higher than it in fact is.

This would work against the speaker's intention to minimize the risk. In order to choose the best fitting strategy, it is therefore important to determine the amount of threat included in the FTA. Brown and Levinson³⁴ argue that the evaluation of the seriousness of an FTA depends on the following sociological variables:

1. Social distance of the speaker and the hearer
2. Relative power of the speaker and the hearer

³³ Ibid., 74.

³⁴ Ibid.

3. Absolute ranking of the impositions in a certain culture.

Alan Partington explained the relation of these factors to the politeness used. The greater the social distance between the interlocutors (e.g., if they know each other very little), the more politeness is generally expected. The greater the (perceived) relative power of hearer over speaker, the more politeness is recommended. The heavier the imposition made on the hearer (the more of their time required, or the greater the favor requested), the more politeness will generally have to be used." It has to be noted that these variables do not attach to individuals but to their roles in a given interaction. In this thesis, the writer tries to find whether these sociological variables in the use of politeness strategy

B. Talk Radio Show

There are some tools that people use as a media to communicate with others. This makes the communication process become easier, be more effective and efficient. It is really spectacular in the field of human development that can create some progressive actions to invent many things in technology. In the term of communication, there are many kinds of tools such as telephone, mobile phone and some other social media. And also we have long been known about radio that can transmit a sound as an information given. Radio broadcasts the information to the public through satellite.

Radio should have many programs to be offered to the listener. So that having various programs will also help to catch the listeners' interest and keep it strongly. While interviewing has long been used by journalists as a tool to gather information. There are many reasons backing up this idea just because of the technological innovation in serving information in a new different format and that is very interesting. High competitiveness and importance of the audience ratings force broadcasters to experiment with new formats.³⁵

Some categories are provided in the term of interview. Clayman and Heritage stated that the category is a fluid one including genres such as talk shows, panel discussions, debates, audience participation programs. Moreover, each of them comes in many variations, Lauerbach listed issue shows, self-help, counselling and therapy shows, political and celebrity shows, celebrity-cum-comedy shows, confrontation and reconciliation or "trash" shows as examples of talk show sub-genres.³⁶

Interview use as program in radio commonly called as talk radio or talk radio show. Talk radio is a radio format containing discussion about topical issues and commonly hosted by single individual as the interviewer. It can be more than one interviewee or more just based on the format of the producer used. That is difficult to find distinctive features of this genre. But, it can be differed in their audience segmentation, type of guests, the theme and interactional form. Furthermore, every talk radio has an ambition to be

³⁵ Steve Clayman and John Heritage, *The News and Interview: Journalists and Public Figure on the Air*, (Cambridge: Cambridge University Press, 2002), 2.

³⁶ Petříčková, "Politeness Strategies", 21.

different or unique and win the audience number than others. Talk Radio is quite different with TV talk show. There are only listeners become the audience that more concerned in the sound or audio than in TV talk show with many attractive guests that can be seen both audio and visual.

1. Institutional talk

Radio belongs to an institute that has predetermined roles. Generally, the roles must be obeyed by all of the members of the institution. When doing interview becomes the duty to do the roles. Therefore, the interviewer must apply those roles while interviewing someone and not be allowed to change them during the course of conversation. Becker asserts that media interviews belong under "institutional talk", a term that was introduced by Conversation Analysis to set off certain types of discourse from ordinary conversation. As like a doctor and the patient do not exchange their roles, so do neither host nor guest of a talk show, even if the guest in one show may be a host of another.

The role is independently made by the institution and it is not allowed to be mixed or disturbed by another people outside the institution. As if there are guests that have their own interest to the interview asking some questions to the host or interviewer would break the rules. In the particular discourse will be considered or judged as being rude or uncooperative. Because the actions that both interviewer and guest take are predetermined by their role and cannot be changed in specific

conversation. There is exemption in some cases, even largely the roles must be fulfilled by the participants. As like in infotainment talk radio show can be more relax and flows naturally, so that can used semi-institutional talk.

2. Types of interviews

There are some types of interviews that is commonly used in talk radio show. Those are simply described as follow³⁷:

a. Informational interview

The objective of this interview is to ask for advice and learn more about a particular career field, employer or particular job. Interviewing experts in their field is one more way to become more occupationally literate. The knowledge that is gotten here will make a sharper and more informed audience. The guest or interviewee can be an artist, politician, doctor, scientist, etc.

b. Screening or telephone interview

This can be described as an interview by a telephone or commonly called as phone interview. Why is it screening? That is because it is very cost effective to screen the candidates. These can last anywhere from 10 to 30 minutes. Having some resumes of topic discussed or a list of questions in front is considered useful for the interviewer to have a guide of the interview.

³⁷ Dr. Tom Denham, "Types of Interviews", *Timesunion.com*, blog.timesunion.com/carters/the-8-major-types-of-interview/321/, December 18, 2009, accessed at March 20, 2015.

c. Individual interview

This is the most common type and often called "personal interview". It is typically a one-on-one exchange at the organizations offices. It usually has a range from 30 to 90 minutes.

d. Small group or Committee interview

In this type of interview, it would be found several decision makers at once. It's an efficient way to interview candidates and allows for different interpretations or perceptions of the same answer. The interviewer should be well-prepared for the questions and the possible answers or it will be an intimidating experiences for the interviewer.

These are some of the types and many other interview types. The most common interview use is celebrity and political interviews. Celebrity and political interviews are similar to the extent that in both the guests are supposed to be known to the audience and they are invited because of connection to recent events, whether it is forthcoming election or a new film; however, the dynamics of the conversation are visibly different.³⁸

In celebrity interviews, "the goal is human interest rather than politics"³⁹; therefore, more relaxed and less antagonistic atmosphere is established. To achieve this, the rules of institutional talk are not

³⁸ Petříčková, Politeness Strategies., 22-23.

³⁹ Norrick, Niel. R. "Listening practices in television celebrity interviews", *Journal of Pragmatics*, (2, 2010), 526.

always obeyed. "The give-and-take of everyday conversation" is preferred to the strict question and answer structure.⁴⁰

Celebrity interview is more interesting than political interview to the listener. There is a great interest from the listener in following their idols live and career. But, it does not mean that political interview has lack of interest. Political interview is very interesting to people who love politics. In fact, the number of the celebrity lovers is higher than the politics. Furthermore, celebrity has advantage in interview, since in order to keep the audience interested and the radio will also get that opportunity to increase the number of listener.

Political interview is more challenging than celebrity interview. Sometimes the topic on interview is possibly has an antagonistic mean toward the guests. Therefore, the interviewer should prepare in advance to face the conversation. Type of guests gives more influence to the atmosphere of the conversation. Moreover, Morizumi explains the audience is more sensitive to the interviewer's mistakes and has higher expectations regarding professionalism.

3. Managing turns

Interview can be seen as a transactional process among the participants. It means that the interviewer asking some questions and the answer is given by the interviewee. Therefore, there is questions and answers, even though sometimes the answers do not give the

⁴⁰ Clayman & Heritage, *The news interview.*, 108.

question's need. It is commonly because the interviewee does not want to share the answer. Maybe they answer in different way in order to refuse giving the originate answer or directly they refuse to give answer.

There is always an ultimate goal in doing an interview. The interview could be considered success if the goal is reached. Then the interviewers could be success if they can manage the turn well. Although the all things have been prepared before the interview, the content can be created while the interview is ongoing. It is exactly depends on how the interviewer and the interviewee utilize the turn. This will give a big influence whether the goal is achieved or not. That is why the interviewer should be smart to keep the conversation in line or not out of topic.

The interviewer then can make an improvement in conducting the question. Either in the question or the ways to formulate the question. If the interview felt boring, so the responsive interviewer is needed. How to make the interview be more interesting by managing the question. The interviewer can introduce a new issue or formulate the question from the answer that is given by the interviewee. Therefore, the interview could be more alive and not to be monotone.

4. Questions

Question is the important part of interview. For the interviewers, it is their ace weapon to gather information. If there is no question, exactly there is no answer at all. As their task, the interviewer is conducting the question to the interviewee and then waiting for the answer. As it was already established, the characteristics of interview is defined as how good the interviewer formulate the question. Questioning commonly use an interrogative sentence type. But, it is not rarely, the sentences that is produced by the interview do not contain any interrogative structure at all.

While Heritage⁴¹ defines question as "a form of social action, designed to seek information and accomplished in a turn at talk by means of interrogative syntax". And the discrepancy between the task of interviewer to ask question to the interviewee and the lack of interrogative syntax in some cases thus can be explained by the theory of indirect speech act.

a. Indirect Speech Acts

There is a consideration that it is more polite if the utterances use indirect speech act. Generally, in the world languages have three sentence types: declarative, interrogative and imperative and these are usually associated with three basic illocutionary forces: asserting/stating, asking/questioning and ordering/requesting,

⁴¹ John Heritage, "The limits of questioning: Negative interrogatives and hostile question content". *Journal of Pragmatics*, 34 (10-11, 2002), 1427.

respectively. Speech acts are called indirect, "if there is no direct relationship between a sentence type and an illocutionary force."⁴²

As Levinson even asserts that most usages are indirect. For this example, he states requesting rarely expressed via imperative in English.⁴³ The important point of applying indirect speech acts in interview is the interviewee are expected to understand well what the intended meaning from the speaker is. Therefore, the interviewee is also should know about the context of the conversation and the interviewer intention.

b. Types of questions

The freedom of the interviewee is not only because of indirect speech acts but also based on the type of question. Questions are primarily used to seek a specific information. And based on Quirk there are three types of question. Those are Yes/No question, alternative question and WH-question. The last type is more free range to answer than the other two types which must choose a certain answer that is included in the question.

In Yes/No question there are only two optioned answers, confirmation or denial. While alternative questions offers the listener a closed choice between two or more answers. For example, "Would you prefer coffee or tea?" Both Yes/No question and alternative question have similar thing, which is the answer is predetermined by

⁴² Huang, *Pragmatics*, 110.

⁴³ Stephen C. Levinson, *Pragmatics*. (Cambridge: Cambridge University Press, 1983), 264.

the interviewer. But, sometimes these types of question could not be answered as the question wants if the interviewee does not want to give those kinds of answer. For WH-question consists of some question words: What, Why, When, Who, Where and How.

5. NPR (National Public Radio)

NPR, formerly National Public Radio is a privately and publicly funded non-profit membership media organization that serves as a national syndicator to a network of 900 public radio stations in the United States.⁴⁴ The first air date of NPR is on April 1971 and it was founded at February 26, 1970. The President and the CEO of NPR is Jarl Mohn.

NPR produces and distributes news and cultural programming. Individual public radio stations are not required to broadcast all NPR programs that are produced. Most public radio stations broadcast a mixture of NPR programs, content from rival providers American Public Media, Public Radio International and Public Radio Exchange, and locally produced programs. Three of the four most-listened-to radio programs in the United States are talk radio shows: *The Rush Limbaugh Show*, *The Steve Sean Hannity Show* and *All Things Considered*.

According to Arbitron's National Broadcast Audience Estimate report for September 29, 2011, NPR's signature morning news program, *Morning Edition*, is the network's most popular program, drawing 12.9 million listeners a week, with its afternoon newsmagazine, *All Things*

⁴⁴ "NPR", Wikipedia Online, <http://en.wikipedia.org/wiki/NPR>, accessed at April 14, 2015.

Considered, a close second, with 12.2 million listeners a week. Arbitron data is also provided by Radio Research Consortium, a non-profit corporation which subscribes to the Arbitron service and distributes the data to NPR and other non-commercial stations and on its website. In a Harris telephone survey conducted in 2005, NPR was the most trusted news source in the U.S.

a. Morning Edition

Morning Edition is an American radio news program produced and distributed by NPR. It airs weekday mornings (Monday through Friday) and runs for two hours, and many stations repeat one or both hours. The show feeds live from 05:00 to 09:00 ET, with feeds and updates as required until noon. The show premiered on November 5, 1979; its weekend counterpart is *Weekend Edition*. *Morning Edition* and *All Things Considered* are the highest rated public radio shows.⁴⁵

b. Steve Inskeep

Steve Inskeep is host of NPR's *Morning Edition*, the most widely heard radio news program in the United States. He co-hosts the program with Renee Montagne and David Greene. Known for probing questions to everyone from presidents to warlords to musicians, Inskeep has a passion for stories of the less famous like an American soldier who lost both feet in Afghanistan, or an Ethiopian woman's extraordinary journey to the United States.

⁴⁵ Freedman, Samuel G. (2005-07-17). "'Listener Supported' and 'NPR': All Things Considered". *New York Times*. Retrieved 2008-12-17.

Since joining *Morning Edition* in 2004, Inskip has hosted the program from New Orleans, Detroit, Karachi, Cairo, Houston and Tehran; investigated Iraqi police in Baghdad; and received a 2006 Robert F. Kennedy journalism award for "The Price of African Oil," on conflict in Nigeria.

Inskip says *Morning Edition* works to "slow down the news," making sense of fast-moving events. A prime example came during the 2008 Presidential campaign, when Inskip and NPR's Michele Norris conducted "The York Project," groundbreaking conversations about race, which received an Alfred I. duPont-Columbia University Silver Baton for excellence.

Inskip was hired by NPR in 1996. His first full-time assignment was the 1996 presidential primary in New Hampshire.

He went on to cover the Pentagon, the Senate, and the 2000 presidential campaign of George W. Bush. After the September 11, 2001, attacks, he covered the war in Afghanistan, turmoil in Pakistan, and the war in Iraq. In 2003, he received a National Headliner Award for investigating a military raid gone wrong in Afghanistan. He has twice been part of NPR News teams awarded the Alfred I. duPont-Columbia University Silver Baton for coverage of Iraq.⁴⁶

One of Inskip's interviews is interviewing Benjamin Netanyahu talking about Middle East peace. Netanyahu explains his views of Middle East peace. Israel's prime minister provoked anger from President Obama and others. He did with remarks during this week's

⁴⁶ "National Public Radio", NPR, <http://www.npr.org/people/4080709/steve-inskeep>, accessed at April 18, 2015.

election. This interview is chosen to be analyzed on politeness strategies used by Steve Inskeep.

6. BBC Radio

BBC Radio is an operational business division and service of the British Broadcasting Corporation which has operated in the United Kingdom under the terms of a Royal Charter since 1927. The service provides national radio stations covering the majority of musical genres, as well as local radio stations covering local news, affairs and interests which also oversee online audio content.

Of the national radio stations, BBC Radio 1, 2, 3, 4 and 5 Live are all available through analogue radio (5 Live on AM only) as well as on DAB Digital Radio and internet services through Real Media, WMA and BBC iPlayer. The remaining stations, BBC Radio 1Xtra, 4 Extra, 5 Live Sports Extra and 6 Music, all broadcast on digital platforms only. Each week, nearly 35 million people listen to BBC Radio. The BBC offers a portfolio of services aimed at offering listeners the highest quality programs, whatever their interest or mood. BBC Radio includes⁴⁷

- a. Music radio on Radio 1, Radio 1Xtra, Radio 2, 6 Music and Asian Network.
- b. Speech, drama, analysis and the arts on Radio 4.
- c. Classical music and jazz on Radio 3.

⁴⁷ "BBC Radio", BBC, <http://www.bbc.co.uk/radio/info/>, accessed at April 14, 2015.

- d. News and sport on 5 live and 5 live sports extra.
- e. Local programming from 40 stations in England.
- f. 6 dedicated radio services in the nations (Radio Scotland, Radio Nan Gàidheal, Radio Ulster, Radio Foyle, Radio Wales, Radio Cymru).
- g. Comedy, drama and children's programming on Radio 4 Extra.

It broadcasts in the UK on analogue (AM, FM & LW), DAB Digital Radio, digital television (DTV) and online. Below is the more description about BBC Radio stations⁴⁸.

- a. BBC Radio 1: youth oriented, mostly contemporary pop and rock music (including Top 40 singles), plus news, original in-house live music sessions, original live music concerts and music documentaries. Available on 97-99 FM in addition to digital platforms.
- b. BBC Radio 2: adult oriented entertainment, wide range of music especially adult contemporary and middle of the road, also talk, comedy, plus news, original in-house live music sessions, original live music concerts and music documentaries. Available on 88-91 FM and on digital platforms.

⁴⁸“BBC Radio”, Wikipedia Online, http://en.wikipedia.org/wiki/BBC_Radio, accessed at April 14, 2015.

- c. BBC Radio 3: arts and high culture, special-interest music (classical, jazz, world music), plus news, original in-house live music sessions, original live music concerts and music documentaries. Available on 90-93 FM and digital platforms.
- d. BBC Radio 4: news, current affairs, arts, history, original in-house drama, original in-house first-run comedy, science, books and religion. The service closes down and simulcasts the BBC World Service from 01:00 to 05:20 daily. Available between 92-95 and 103-105 FM, 198 LW, various medium wave frequencies and on digital platforms.
- e. BBC Radio 5 Live: news, sports and talk programs available on 909/693 MW and digital frequencies.

Sustaining this study, BBC Radio 4 is chosen as the radio station to give a contribution as a good sample in this research.

a. BBC Radio 4

BBC Radio 4 is a radio station owned and operated by the British Broadcasting Corporation (BBC) that broadcast a wide variety of spoken-words programs including news, drama, comedy, science and history. It is the second most popular domestic radio station in the UK after Radio 2. It is also notable for its news bulletins and programs such as "Today" and "The World at One".

For the "Today" program is on 06.00 p.m. to 09.00 p.m. and there is a special time for political interviews with an expert interviewee and the professional interviewer. Commonly, some figures in politics are invited related with the recent events or issues and also sometimes the interview is intended to gather a specific information from a special figure. In "Today" program, one of the interviewers is John Humphrys.

b. John Humphrys

John Humphrys has been a presenter of Radio 4's Today program since January 1987. John Humphrys was born in Cardiff in 1943, and went to Cardiff High School. He left at 15 to work on local papers, including the Western Mail. He joined the BBC as a reporter in 1966, based in Liverpool. A year later, he became northern industrial correspondent. He also covered Northern Ireland before becoming a foreign correspondent, with the India-Pakistan War among his first assignments abroad.

John's interviews on Today have occasionally attracted criticism from politicians, among them Jonathan Aitken, who in March 1995 accused him of "poisoning the well of democratic debate". The criticism triggered an outbreak of pro-Humphrys comment among listeners and the media, including the Daily Mail, which described him as "one of the most brilliant journalists in the country".

The many awards he has won include a silver platter for Crystal Clear Broadcasting from the Plain English Campaign. In February 2000, he was named Journalist of the Year in an awards ceremony organised by the House Magazine and Channel 4, then in 2003 received the Gold Sony Radio Award (the radio industry's equivalent of the Oscars). In "Today" program, he ever spoke with a UK prime minister, Tony Blair. He discussed about Blair ever said "words" in an exclusive interview. This interview becomes the object of this study focusing on John's utterances.

C. Politeness in talk radio questions

Interviewing someone can be easy or sometimes can be difficult. Moreover the topic is about a recent issue which has pros and cons in public. It can be different when interviewing a celebrity or artist with interviewing a politician. Political interview is more challenging than celebrity interview. When discussing an issue in politics, it will be really crucial thing and give a challenge for the interviewer to make the interview be successful.

Conducting research on a genre of talk show gives a good sample in investigating the use of politeness strategy. Talk radio show is like a show of conversation which has another part there namely the existence of listeners. There is an assumption that in talk radio the interviewer can act more freely than the interviewer in TV talk show. But, this depends on the

competence of the interviewers to manage the interview and the effort how to do face saving acts when they have questions which are unpleasant to the interviewee.

The face saving act is intended to the hearer in order to mitigate the face threatening act. This act of saving face is more difficult because of the audience presence. This thesis investigates the use of politeness strategies used by the interviewers. How the interviewers practice these strategies in questioning the interviewees. Even though "argumentation is not a constitutive feature of all variants of talk shows", every utterance is "potentially vulnerable to challenges of validity"⁴⁹ and can present an FTA to the addressee. Since the goal of every interviewer is to get adequate answers, it is not in their interest to make the interviewees feel threatened and risk losing their cooperation.⁵⁰

Political interview is more challenging than the other types of interview. Most of the topic in political interview is controversial and it seems divide the audience become two main sides, pros and cons. The interviewers are expected to be neutral even they pro or con about the topic or issue that is being discussed and this is out of the feeling "like or dislike" with the interviewee. Their questions "are produced under the auspices of an ideology of neutrality".⁵¹ This is a kind of professionalism to the job. Since the interviewer becomes a moderator between the interviewee and the

⁴⁹ Gerda Eva Lauerbach, "Argumentation in dialogic media genres - Talk shows and interviews". *Journal of Pragmatics*, 39 (2007), 1336.

⁵⁰ Petříčková, Politeness Strategies., 31.

⁵¹ Heritage, The limits of questioning., 1427.

audience. The questions maybe have a great possibility to threat the interviewee's face.

The interviewers have to save their position to keep the sense of the audience. It is unadvisable to do an aggressive question that would make the audience feels that the question is too rude to the interviewees. And also using too cooperative question would imply comity between the interviewer and the politician. This brings a risk of being seen as a promoter of particular politician or his agenda.

Clayman & Heritage (2002, p. 4) present the Dan Rather interview with George Bush as an example showing negative effects of bad questioning on journalist's career. Most viewers considered Rather's aggressive questions "too rude"; journalist's network received thousands of telephone calls expressing disapproval for Rather. As a consequence, Rather's program started to lose influence at his network.⁵²

Therefore, regard for interviewee's face is clearly important even if the participants have antagonistic views.

It is considered if using positive politeness strategy would show friendly relationships with the interviewees. While negative politeness strategy could rather be used to show a respectful behavior and do not imply friendly relationship. This is the reason why political interview seems crucial than celebrity interview. While in celebrity interview, it is advisable to use positive politeness strategy because it could make the interviewee feel more comfortable and thus more likely to answer also face threatening questions.

⁵² Ibid.

A talk radio show is different from TV talk show. There is a viewer that is really in direct-watch all actions of the participants in the show. While in a talk radio show there is only a devoted listener, but really concern with the single sound only. Therefore, talk radio show gets more concerned listener to the utterances in the interview.

This study deals with the use of politeness strategies by the interviewers in political interview. A Prime Minister is chosen as the interviewee to analyze how the interviewers could get the interview's goal in a talk radio show. The two interviews are "Morning Edition" from NPR with Steve Inskeep as the American interviewer and "Today" program from BBC 4 program with John Humphrys as the British interviewer. Steve Inskeep interviewed Israeli Prime Minister, Benjamin Netanyahu and John Humphrys interviewed British Prime Minister, John Blair. The two interviewers' politeness strategies use are analyzed and compared to find out whether there is any similar thing and maybe the different one or not. And also finding any possible factors that would influence the choice of the strategies.