

CHAPTER I

INTRODUCTION

The first chapter is the introduction. This chapter explains the background of the study, research problem, objectives of the study, benefits of the study, and definition of critical terms.

A. Background of The Study

Pragmatics is one of the crucial aspects of linguistic study. Pragmatics is a branch of linguistics that concentrates on conceptual meanings conveyed by speakers or authors and interpreted by speech opponents who act as listeners or readers so that their speech meaning is known. The implementation of pragmatic theory can be applied to analyze politeness strategies used by a human. Practical concern in several fields, one of them is politeness strategy. Yule (1996:60-61) considers politeness strategy very important to investigate because it is used by people in their social interactions and specific contexts. They are knowing what you say, how you speak it, when to say it, and how to be with other people. According to Brown and Levinson (1987), Politeness strategies are ways to convey utterances as politely as possible. In a situation where people should create a polite conversation, they will choose specific strategies to have a polite discussion to maintain the communication.

People need to know how to make their conversation smoothly in communication. People often think that politeness is simply a matter of saying "please," "excuse," "sorry," and "thank you." Polite does have its

role. People must be polite in the right way and in the right place to communicate. People should be aware of the context and then determine which politeness is the best to be applied to the context must consider. An example is an interaction between the presenter and the guest star. Acting and communicating effectively, it is not only necessary to complete the message or the firmness and clarity of the message but the impression and politeness needed in the language of Lakoff (Susiati. 2018).

Politeness strategies are one of the essential variables in a linguistic event. In Salamun (2018), Lakoff said that clarity and guidance are two essential aspects of verbal communication. However, sometimes these two aspects are contradictory because speakers usually carefully consider pragmatic factors involved in the communication process for speech to be understood by speech partners. To understand politeness strategies, we can learn about politeness strategies. Politeness strategies have some concepts. There are positive politeness and negative politeness. The talk show also contains politeness strategies between the host and the guest star.

This politeness strategies strategy is closely related to 'face' or the concept of face in English. This concept of face refers to Goffman's opinion quoted by Brown and Levinson (1987: 61) that the face is the self-image, reputation, or self-esteem of someone who a person emotionally invests. The face can lose, can be maintained or saved, can be improved, and must be considered in an interaction. This guidance strategy consists of four strategies, namely (1) direct (bald on-record), (2) negative guidance, (3)

positive guidance, and (4) indirect (off-record). This research includes qualitative research with the target of a language research case (case study) and is descriptive because the data obtained cannot be poured into a word or sentence. Meolong (2015: 6) said that qualitative research produces analytical procedures that do not use statistical analysis procedures or other quantification methods. In this study, the author presents an overview of the situation studied in the form of a narrative description. In this era, online media also help our information section. Some platforms like talk shows and channels on youtube can give us examples of politeness strategies.

In a Talk Show, a host, the speaker uses speech to communicate between a host and a source. Many lessons contain suggestions, advice, or invitations to speech partners in conversations between a host and resource persons. Nowadays, television shows with quite a lot of fans are talk shows. Talkshow, which can also be referred to as a speech title, is one type of show on television or radio in discussions or conversations of a person or a group of guest stars guided by a speech title guide on a particular topic (Dwiheryana, 2015). Talk shows mainly discuss issues that are being hotly debated and presented with an assortment of entertainment hosted by famous hosts. In some talk shows, it is not uncommon for the concept of humour to make the audience laugh and attract people. The idea of humour is done by mocking the weakness of speech partners, insulting, or chasing harsh words to cause many phenomena of disobedience. There are some

kinds of talk shows we can find on youtube. Which one we can call The Ellen Show.

The Ellen show is a talk show with a new topic to discuss in every episode. The guest star from this show always gives expressions and statements that can inspire us in our lifestyle. Deal with that. We can analyze the word of politeness strategies used by the host and the guest star from this show. In this show, there is some part like greeting, question and answer, and whether they are real or not. Not all of their topic has this part. I only choose videos have this part. This talk show has some awards. There are the People's choice award, the teen choice award, and the grammy award. We can know that this talk show has a good characteristic and good topic to make people interested in the program. Conducting this research also needs a previous study.

The researcher compares the paper with the previous researcher from the discussion above. The first from Kusuma (2014) is entitled "Politeness Strategies in Barack Obama's Speech in Democratic National Convention 2012." Kusuma found that Obama employs mostly positive politeness strategies in his speech at the Democratic National Convention. She wants to save the positive politeness of his audience; also, he must be more polite when delivering the speech. Moreover, Obama is aware of the audience's esteem that wants to be liked, understood, admired, and sympathetic. Similar to the research finding by Kusuma (2014), the final result of research shows that positive politeness is used by the opponents of

the speakers on the Ellen show. Second, Maulidyah (2016) conducted research entitled "Face Threatening Acts and Politeness Strategy Performed by Debaters at Debate.Org Website." She found that the debaters performed Face Threatening Acts toward both the addressee and addresser's positive and negative faces and concluded that the debaters most use positive politeness. To Maulidyah, the debaters positioned themselves higher than their rivals and proposed better arguments by criticizing, disagreeing and accusing their rival's statements by threatening the addressee's positive politeness. Research has similar final findings to Maulidyah (2016), which shows that positive politeness is the most used by the opponent speakers on the Ellen Show.

Furthermore, similar studies have been analyzed by Gemasih (2018). She investigated the types of courtesy strategies used by lecturers in speaking class and discussed the lecturer's most commonly used courtesy strategies in the speaking class. His analysis showed that lecturers at Basic Speaking Class Unit employ three types of Courtesy Strategy; Bald on The Record, Positive Courtesy, and Off-record. In basic Speaking Unit 1, lecturers use three courtesy strategies; Bald on the Note, Positive Politeness, and Negative Politeness. Most often, The Politeness Strategy used by lecturers in Basic Speaking Unit 7 is Bald OnThe Recording Politeness Strategy with 32 speeches, and in basic Speaking Unit 1 Is bald on the record politeness strategy with 23 speeches

The second is research done by Idrus (2017) on the study of modesty strategies in international classes at the West Midlands University. The students felt comfortable accepting what the teacher said. They also thought that the lecturer had a sense of humor and was very friendly. In addition, the way lecturers guide teaching is challenging and Encourages students to think and analyze subjects more deeply. Other research has been conducted by Ali Akbar and Molaeni (2015) on their Research. The scenarios used as data collection. There are five scenarios, and each participant was asked to read the system and select the option they would say in the grant situation. Negative and positive courtesy strategies are the most chosen to improve the FTA to the interlocutor in all scenarios. But Balding, on the record, is one of the most popular strategies in the first and beyond. Scenario. Furthermore, the respondent's native language was not found to determine factors in the type of decency strategy Iranian respondents will adopt.

All of the topics above can inspire the researcher, and politeness strategies can appear in some media but still need this research to add the knowledge about politeness strategies in talk shows, especially on the Ellen show. Because of some previous studies, the object of the research is different, and the research topic is different. This research was motivated by three main problems. The first is using politeness strategy on the Ellen Talk show, then the types of politeness strategies carried out in the Ellen Talk show, and the last is the pattern of politeness strategies found on the Ellen Talk show. It can be known that the design of politeness will impact the

conversation conducted, not all topics have a degree of formality, so this research only chooses issues that have a politeness strategy.

B. Research Question

1. What are Ellen's expressions of politeness strategies as a host on *Ellen's talk show*?
2. What are the responses to politeness strategies shown by the opponent of speech on Ellen's talk *show*?

C. Objective of the Study

1. To identify the various expressions and responses of politeness strategies found on *Ellen's talk show*.
2. To identify the expression of politeness strategies shown by speech opponents on *Ellen's talk show*.

D. Scope and Limitation

This study focuses on politeness strategies that are used in Talkshow. The researcher chooses the *Ellen Talk show*. As we know, *Ellen Talk show* is one of the most popular talk shows worldwide. So, it can be interesting to analyze it. As one of the most famous Talkshow, indeed not only *Ellen Talk show*. *Ellen's talk show* can be found in other media, such as social media.

In this research, the researcher limits this research to the Ellen Talk show on media. Ellen Talk show is found on the official Youtube *Ellen Talk show*.

E. Significance of The Study

Theoretically, this study is to understand politeness strategies in Talkshow. This research would be helpful to readers, especially directors, as a reference to make an exciting Talkshow.

Practically, the significances are :

1. The authors gain experience researching and authoring scientific work and increased knowledge of manners principles.
2. This study will help the reader learn about politeness strategies in other media such as television, radio, print, etc.

F. Definition of Key Terms

1. Politeness

Politeness strategies is a branch of pragmatic study. This strategies used while the people doing the conversation with each other politer. Doing conversation need strategies to guide us can speak without make another people dissapointed. With using politeness strategies we can keep politer while speaking.

2. Strategies

Strategies is way to doing something according to the rules and do not make other people hesitate with our behavior. Strategies also can make us easily to doing something because using strategies can make our activity organize well.

3. Talkshow

Talk shows are one of media we can see and learn about daily life and be example of the use of politeness strategies. In talk show the guest star not only artist but can be a nurse, doctor, reporter, soldier and great family too. With that the topic discuss in talk show also have some various.