CHAPTER II

REVIEW OF RELATED LITERATURE

The second is related literature. In this chapter, the researcher gives theoretical frameworks related to the study. It presents information discussed in the study. It consists of pragmatics, politeness strategy, theories of politeness strategies, talk shows, and previous studies.

A. Pragmatics

a. Definition of Pragmatics

Pragmatics is a branch of language science that studies the use of language in concrete contexts to express the speaker's intentions, both expressed and implied by the speaker. To say this, not only the internal context of speech (speech that precedes or follows) is used, but also the context outside the language in the broadest sense. Since the truths that pragmatics seek are synthetic truths, not analytical truths (contained in the internal structure of language) or contradictory truths (as opposed to the meaning of language structure), most of the speech that becomes pragmatic studies is synthetic speech whose truth is outside the language (see Parker, 1986: 39–40; Wijana, 2010: 2; Therefore, knowledge or context outside the language that is a tool of pragmatic analysis is essential even though the truth in it is not the duty of the linguist to prove it.

Pragmatics is not the only tool used by linguists to reveal verbal crimes. There are anther branches of language science, such as phonology, grammar, semantics, and sociolinguistics. Since each language has its peculiarities in the structure and system, linguistic knowledge of a particular language and understanding of general linguistics become very important. Schauer (2009). Schauer corroborates the opinion that Linguistic Pragmatics entered into the realm of second language acquisition and pragmatics.

Furthermore, in his beliefs, Multilingual Pragmatics uses pragmatic theories, principles, and frameworks to observe how second language learners convey and understand the meaning of second languages. Putz and Neff-van Aertselaer (2008) More straightforward in interpreting Multilingual Pragmatics. Inter-lingual pragmatics is the use and development of non-native pragmatic competencies.

b. The object of Pragmatic Study

Pragmatics can be practically defined that pragmatics is the study of the way speech carries meaning in various situations. A simple example of Leech is the difference between Semantics and Pragmatics through the example of a question using X. If the researcher in the Semantic field asks 'What does X mean?' then the researcher in the Pragmatics field asks 'What did you mean by X?'. Leech's explanation contained the meaning of the position of the language used and their interpretation in the use of speech using the focus of pragmatic linguistics.

Ariel (2008) Pragmatics can also be seen from aspects commonly associated with pragmatics, such as dependence on context, inference, and nontruth conditionality. Unfortunately, in pragmatics, it isn't easy to get criteria that are always consistent. For example, cyclosis is considered a theme in pragmatic studies. Decks have met the requirements of firmness in context. However, recyclers cannot meet the criteria of nontruth conditionality. So, an inclusive and exclusive slice in pragmatics is standard. In his book, Schauer (2009) combined the opinions of three experts to form his definition of pragmatics. The first definition of Crystal emphasizes that actual language use is a significant focus in pragmatic research.

It is a significant focus in pragmatic research. Pragmatic experts should focus on the speaker's and speech partners' ability to convey and translate speech. The second view is from Bublitz. Bublitz stated that rules underlying speakers' speech agrees on several principles to ensure communication occurs effectively and rationally. The third view is from Mey. Mey mentioned that society has a very significant role in pragmatics. Schauer asserts that the main topics in pragmatics are speech action theory, principles of cooperation, conversation implicature, and impression theory.

B. Politeness Strategies

The strategy of decency varies from other society to another society. Hongladaron and Hongladaron (2005: 159) also note that politeness is a

culturally inherent idea concerning human culture and various local cultures. Brown and Levinson have outlined four main types of courtesy strategies: bald on-record (direct), negative courtesy, positive courtesy, and off-record (indirect). In an attempt to decipher and refine the idea of politeness beyond propriety, some researchers have distinguished between this more traditional notion of politeness and the more theoretical linguistic idea of linguistic signatures (Watts, Ideas, & Ehlich, 1992).

Politeness is a rule of behaviour established and agreed upon in social behaviour. Sibarani (in Kaur et al., 2012: 81) defines politeness as equal to ethics or ethics, namely typical ordinances or customs that apply in a civilized society to maintain good relations between human beings. However, the term politeness is equated with the concept of politeness. The study can be based on the theory of politeness.

Politeness is considered subtlety in using language when communicating orally or written. The language used is full of orderly and manners and contains high values of respect (Markhamah, 2013). According to Brown and Levinson (Markhamah, 2011: 153), language speech is interpreted as an attempt by speakers to maintain the dignity of, or the face, of speakers or listeners. Language guidance, according to Markhamah (2011: 153), is a way used by speakers to communicate so that speech partners do not feel depressed, cornered, or offended. Brown and Levinson (2013) define guidance as taking action that

considers the feelings of others who pay attention to the cheerful face (positive face), which is the desire to be recognized, and the negative face (negative face) is the desire not to be disturbed and free from the burden.

The study of politeness strategies is a study of knowing how to use language when participants are interacting or communicating. This study discusses using language and making the conversation run smoothly and comfortably. But, in terms of communication, everyone wants to be understood and does not want to be disturbed by others; in fact, he didn't want to lose face when communicating. Losing face means feeling embarrassed, humiliated, or disappointed/irritated. That is why the face is something that is emotionally invested, maintained, improved, and constantly in interaction (Wijaya, 2015).

C. Talk Show

A talk show is a type of television or radio show in the form of a conversation or discussion of a person or a group of "guests" about a particular topic (or various topics) guided by a speech title guide. Guests in a speech degree usually consist of people who have studied or have extensive experience related to the issue being discussed. A speech degree can be presented in a formal or relaxed style. Eva Arifin (2010, p. 64), Broadcasting to be Broadcaster, said that the Talkshow program is an interactive program or dialogue in which television broadcasting presents a public figure in the fields of politics, health, economics,

psychology related to the theme of the event presented on the talk show. Meanwhile, according to Naratama (2006, p. 147), Talkshow or dialogue or debate or argumentation or outspoken or what is the name. Morissan in Santoso (2016: 6) explained that a talk show is a conversation program guided by the host and invites speakers to discuss a particular topic. The speaker is free to refute. The moderator can criticize, and the guest star can cry if necessary. Anyway, talk becomes the primary menu.

Nowadays, talkshows develop not only on television or radio but also on social media air the Talkshow itself. One of them is Youtube. Youtube is a video-based social media website that allows users to share education, entertainment, and more through Youtube channels. A Youtube channel is a brand/channel name that contains video content that can be arranged by the owner of the youtube channel itself. While content is delivered through media or electronic products, various formats and genres can be identified.

The first talk show aired on September 27, 1954, under the Tonight Show on the NBC television network. Host Gene Rayburn hosted the talk show. Gene Rayburn held a dialogue with Steve Allen (piano player), Skitch Anderson (theorchestra leader), and the audience at this event. Talkshows are a blend of stage art and journalistic interview techniques. Interviews are conducted in the middle or interrupted by performances, whether it is music, jokes, fashion shows, etc. If an

interview is held in the middle of a show, this event is called a Talkshow. Here the host also serves as an interviewer.

D. Theories Of politeness strategies

a. Leech Theory

In his book *pragmatic modesty*, Geoffrey Leech has proposed eight characteristics of modesty 2014.

2.1.1 The first characteristic is that politeness is generally considered a good thing. Still, sometimes disrespect is necessary, so formality is not mandatory because people are usually disrespectful unless there is a reason to be polite.

For example, a member of a concertgoer could have bowed, urinated, or sat in stony silence when the time for applause came.

2.1.2 The second characteristic, there are various gradations of polite and disrespectful behaviour. Someone will say something less courteous or more than what the other person says in certain situations.

For example, it can be illustrated in a very conventional form in the standard of our violin performance. A bow is a gesture to demean yourself physically, and hence socially—and the deeper the bow, the more condescending and polite it is considered. On the other hand, applause and cheers are responses that signify high appreciation or evaluation of a person's performance.

2.1.3 The Third characteristic, there is a more general interest that can be attached to the concept of social norms as it has been developed in sociological, game theory, and evolutionary psychological thinking recognized by members of society, about how polite to a particular occasion (Bicchieri 2006, Posner 2002, Huang and Wu 1994).

These actions can be polite or disrespectful depending on how to deal with certain events based on the concept of social norms that apply to certain members of society.

2.1.4 The fourth characteristic, how far politeness will occur, depends on the situation. There are so many activities where irreverence dominates politeness.

Expression using politeness strategies are (1) Opposition leaders who question the prime minister in "Question Time" in the British House of Commons, and (2) Certain "reality" T.V. shows, where contestants are routinely humiliated or shown as targets of verbal abuse, (3) Recruiting training at army training camps, (4) Interrogation of a prisoner of war or suspected crime, (5) Hostile cross-examination in court, (6) Mocking a speaker at a political meeting.

2.1.5 The fifth characteristic is a reciprocal asymmetry in polite behaviour between two people. The speaker responds to

something with wrong or exaggerated answer to what the other person says.

For example:

A1 = You're a fantastic cook!   B1 = I am a great cook!

A2 = You're a terrible cook!   B2 = I'm a terrible cook!

From the above example, a response (A1) to (B1) is something inappropriate to say, while a response (A2) to (B1) would be a natural thing to say.

2.1.6 The sixth characteristic is the aspect of politeness that can make itself recognizable in repetitive behaviour, i.e., at a lower or greater level or level.

For example, two people in the restaurant insisted on paying the bill.

A = I will pay the bill

B = No, you won't - I will

A = NO! I insist

From the above example, it follows somewhat naturally from the reciprocal asymmetry of politeness as discussed in the fourth characteristic above. Attribute high value to B by offering to pay for dinner B.B (responding) to high value attributes for A by paying for dinner A. Due to the conflicting positions maintained by A and B, B cannot accept the A, and A ratings cannot take B.

Tug of war must be played, often by reaching some compromise (for example, "OK, but I will pay next time").

2.1.7 The seventh characteristic is central enough for politeness involving the passage of some value transaction between the speaker and the other party. The "something" referred to here is something of value (material or abstract) that should move from one person to another. For example, in thanking someone for something; in requesting, we submit a request FOR something; In making an offer or invitation, we offer something to the recipient.

Often typical responses to this act of speech are also polite but opposite to the action of speech itself. (Again, reciprocal asymmetry is at work.) For example, responses to thanks often deny A because of the debt to B: "Not at all," "It's nothing," "It doesn't matter," "Don't mention it."

b. Theory of Brown and Levinson

Politeness is a strategic calculation that the speaker performs when interacting with others about the social distance from others, the power relationship between them and the price of coercion on the other hand (Mills, 2015). Individuals need to maintain their face, i.e., the image of themselves in interaction with others. If others take care of your face, you will support their face so that there is a form of reciprocity in the concept of courtesy (Brown &Levinson).

Brown&Levinson introduced the idea of FTA (Face-threatening acts) "face-threatening actions." FTA is classed as an act that can upset the balance of facial maintenance among interacting people. Brown&Levinson classify politeness as having two elements: positive and negative manners. Positive courtesy emphasizes the closeness between the speaker and the listener and shows that the needs of the listener and the speaker are very similar. An example of a positive gesture is giving a compliment or joking to someone. Negative manners are actions that do not impose on others and show respect for them. Apologizing can be categorized as a form of negative courtesy, where we recognize the needs and desires of others. Negative politeness, in particular, are considered a desire to be free from coercion.

Brown and Levinson's language-language strategies used in talk shows are more commonly found in positive and negative manners strategies. Here's the strategy for Brown and Levinson :

a. Bald on Record. Strategy (without strategy) In the principle of manners without a strategy, speakers, do not make any effort to minimize the face threat of the opponent or to reduce actions that threaten the face. This strategy causes speech partners to feel surprised and uncomfortable.

b. Positive Pollitenes Strategy Based on the data obtained, it was found that positive politeness strategies were found to pay

attention to speech opponents, exaggerate attention, approval, and sympathy, intensify the attention of speech opponents by dramatizing facts, intensifying the use of group identity markers, asking for authorisation with common topics or repeating some or all. Avoid disapproval by pretending to agree, using jokes, expressing understanding of the speaker's wishes, making offers or promises, showing optimism, engaging speakers in activities, asking for questions for approval, giving gifts. Positive impressions can be divided into several speaking strategies, namely,

- Strategy 1: Exaggerated (interest, approval, sympathy with the listener) (exaggerated). This strategy can be done if the speaker shows interest, support, or compassion for the listener. It is often used with excessive intonation and stress.

- Strategy 2: Intensify interest to the listener (intensive interest to H). In doing this strategy, the speaker can emphasize interest and goodwill to the listener. In this case, the speaker can dramatically express his good intentions and give the listener an excellent response to create a good story in the conversation.

- Strategy 3: Use in-group identity. This strategy deals with the use of address forms, languages in groups or dialects, jargon, slang, contractions and ellipsis. The address form used by

both the speaker and the listener indicates their relationship, whether close or not. In-group use involves switching code from one language to another dialect of a language or dialect. In addition, if the speaker and listener both use group language, it proves that they are in the same group.

- Strategy 4: Seek agreement. This strategy can be done if the speaker uses safe topics and repetitions. In this case, the speaker can talk about topics that the listener believes are true. The more the speaker knows about the listener, the more they can make the topic safe. Moreover, the deal can also be emphasized with repetition. Speakers can repeat some or all of the listener's speech. This strategy shows that the speaker wants to satisfy the positive face of the listener he wants to approve.

- Strategy 5: Avoid disagreement There are three ways to avoid disapproval: token agreement, white lies and hedge opinion. Those actions are a way to pretend to agree or hide disagreements to avoid hearing face damage.

- Strategy 6: Assume/improve/affirm common ground (presuppose/raise/assert common ground). This strategy has to do with gossip and small talk. Gossip and small talk indicate speakers who may know something about the listener. It represents a kind of friendship and is interesting to

minimize the imposition given to the listener. The next strategy is the manipulation of prejudice. In this case, the speaker can use the presupposition of manipulating the listener's desires, the presumption of S-H familiarity, and the listener's knowledge supposing. By assuming things about the listener, the speaker might raise similarities.

- Strategy 7: Joke is a basic strategy of positive manners because jokes share knowledge among speech participants. Jokes can minimize FTA.

- Strategy 8: Offer promises are two things that the speaker represents when working with the listener. By doing this, the speaker can show their good intentions to the listener. It is a good way to satisfy the listener's cheerful face.

- Strategy 9: Optimistic. In this strategy, the speaker assumes that the listener wants to fulfil the desired. In addition, both the speaker and the listener should cooperate because it will represent interests and approval.

- Strategy 10: Give or ask why. By doing this strategy, the listener may know the speaker's expectations for them. It can also imply 'I can help you' or 'you can help me,' showing their cooperation.

- Strategy 11: Reward the listener (goods, sympathy, understanding, cooperation). To perform this strategy, the

speaker must give some appreciation to satisfy the listener. Gifts can be items, sympathy, understanding, and cooperation. Everyone likes to be liked, noticed, listened to, and understood. That's why this strategy might be useful.

c. Negative Politeness Strategy

Based on the data obtained, researchers found negative manners strategies that included negative manners were pessimistic, minimized coercion, and apology. Five mechanisms will be explained below:

- Strategy 1: Be conventionally indirect. In representing this strategy, the speaker must be indirect to minimize the imposition on the listener. In this case, the speaker must modify the direct speech with words and protect certain values so that the speech may not appear direct.

- Strategy 2: Be pessimistic. Expressing doubt can imply that the speaker does not know whether the listener can fulfil their wishes or not. The speaker needs to explicitly define this type of doubt to demonstrate this strategy. Then, the speaker doesn't seem to force listeners to do an FTA.

- Strategy 3: Minimize the level of imposition. Strong coercion can damage the listener's face both negatively and positively. Then, the speaker must consider social factors such as distance and strength in a conversation. Considering these

factors, the speaker can set the weight of coercion so that the listener can receive pressure well.

- Strategy 4: Give deference. There are two ways to convey a respected strategy—first, the speaker's tendency to be humble. Second, the speaker treats the listener as superior. In this case, the speaker realizes that he is not in a position where he can force the listener. It's mutually beneficial respect among speech participants. Strategy 5: Apologies. Apologizing can minimize the imposition of a negative face on the listener. In carrying out this strategy, the speaker can acknowledge the venting, show reluctance and apologize to the listener after the FTA is awarded.

d. Off Record Pollitenes Strategy (Indirect or disguised strategy) This strategy is used if the speaker wants to take a face-threatening action but does not want to be responsible for the action.

E. **Relevant Research**

The first Wuri Pangestuti (2015) This study aimed to find out the courtesy strategies used by Deddy Corbuzier in interviewing his guests, both artists and non-artists. This study refers to Brown and Levison's courtesy theory in analyzing data. The study results found differences in the courtesy strategies that Deddy Corbuzier used to interview guest

artists rather than artists. The results of the study are as follows; the author found there are 13 strategies of courtesy used when interviewing guests from among artists, namely bald on record, attend to H, exaggerate, intensify interest to H, use in-group identity marker, seek agreement, presuppose/arise/assert common ground, joke, offer/promise, includes S and H in the activity, give (or ask for) reason, be pessimistic, off the record. While the courtesy strategy used when interviewing guests from non-artists is as follows, Bald on record, exaggerate, intensify interest to H, seek agreement, presuppose/arise/assert common ground, joke, offer/promise, give (or ask for) reason, be conventionally indirect, apologize, nominalize.

The second, Phan Thị Hồng Vân, 2018, under the title A Study ff Politeness Strategies used by The Mcs in "The Guests Of Vtv3" and "The Late Show With David Letterman." The study aimed to identify, analyze, and look for similarities and differences in the courtesy strategies used by the hosts of the two reality shows and have implications for the teaching and learning of interactions in English. The data in the study were drawn from two different reality shows from Vietnam and America. The study draws on Brown and Levinson's courtesy strategies. This study showed that both reality shows used bald on record strategies, positive politeness, negative politeness and off the record. Hosts from America and Vietnam have a lot of access to speech, but different polite methods can distinguish the address.

Third, Selvia and Marlina (2016) conducted research entitled "An Analysis of Politeness Strategies Used by Deddy Corbuzier in Hitam Putih Talk Show." She concluded that of four types of politeness strategies, the positive politeness strategy places the highest position as the dominant strategy used other strategies. According to Selvia, Deddy used this strategy because it is believed to be the most polite and successful strategy. In other words, by using a positive politeness strategy, the host wants to show his interest, sympathy and friendliness. The host also wants to show his closeness to the guest stars through this strategy. Similar to the Research finding by Selvia and Marlina (2016), the final finding of this research also shows that positive politeness is the most used by Trump in the Republican debate.