

CHAPTER I INTRODUCTION

This chapter presents some issues related to the topic of the study. They are background of the study, statement of research question, objectives of the study, limitation of the study, significance of the study, and definition of key terms.

A. Background of the Study

In doing communication, people use language to say or deliver their ideas and opinions, and provide information to others. There are many ways of communication. Sometimes the conversation can not be successful because of misunderstanding between speaker and hearer during the conversation. It is important to consider someone's attitude when they are doing or saying something. If the speaker decides to say something, it means that she/he has already thought about the way and choice of words which is used during the conversation.

In human's interaction, everyone tries to understand the intended meaning of the word said by partner of speech and relates it with context situation. Then, it might lessen the risk of misunderstanding which happens among the participants of speech. However, knowing the intended meaning and context situation are not the only way to lessen the risk of misunderstanding in interaction.

Another way to avoid misunderstanding happens in interaction especially within culture is by showing politeness or good manner towards others. That kind of politeness showed in particular culture can reduce the interruption given in the social interaction. Politeness not only can be shown in daily interaction, but it also can be shown in another interaction such as talk show.

The previous study about politeness strategies used in a program talk show has been conducted by Lidiawati Siadari entitled *Politeness*

Strategies of the Host's Utterance in Hitam Putih Talk Show, September 13th, 2013. The aims of this research are to explain the kind of Politeness Strategies used by the host of *Hitam Putih*, to figure out the most frequent use of Politeness Strategies by the host, and to explain the reason of using Politeness Strategies. The result of this research is that the writer finds 2 Bald On Record, 3 Negative Politeness strategy, 11 Positive Politeness Strategy, and 1 Off Record strategy.

The result of her study is the most frequently politeness strategies applied in this research is the use of positive politeness strategies. The reason for using Bald On Record is that speaker wants to perform FTA with maximum efficiency and emphasizes his intention as clear as possible. The reason for using Negative Politeness is that speaker concerns with people's negative face. The reason for choosing Positive Politeness strategy is that speaker recognizes that hearer has desire to be appreciated and respected in order to make hearer relax in the conversation and show their solidarity. Then, the reason for using Off Record strategy is that speaker wants to do FTA, but he wants to avoid the responsibility of doing it.

As we know, talk show is a kind of TV show which shows the conversation among the host and the guests. The conversation in the talk show can be studied from politeness strategy point of view. By observing politeness strategies in the talk show, people are able to learn the way to interview or make a good communication with others. There are many program talk show in Indonesia that used to communication and with international guest star. But in this research, the researcher chooses *The Oprah Winfrey Show* to her research with Celine Dion as the guest star.

The researcher decided to choose this program talk show because *The Oprah Winfrey Show* is an American syndicated tabloid talk show. Produced and hosted by its namesake, Oprah Winfrey, it remains the highest-rated daytime talk show in American television history. And In Indonesia, This program has aired by Metro TV.

The researcher decided to choose this program because this program is best known by people especially Indonesia. Oprah Winfrey is an American media proprietor, talk show host, actress, producer, and philanthropist. Winfrey is best known for her self-titled, multi-award-winning talk show, which has become the highest-rated program of its kind in history and she is also the most influential woman in the world according to some assessments.¹ In this study, one script from *The Oprah Winfrey Show* with a guest stars were used. A script is when the guest star was Celine Dion who known as pop singer. So that, Oprah Winfrey's talk show becomes the proper subject to analyze in the context study of politeness.

The researcher decided to choose Celine Dion as the interviewee because the researcher is curious about how Celine Dion's speaking especially in the use of politeness strategies in her speaking. As we know that Celine Dion the best singer from Canada. She became the first Canadian to have a gold record in France and she won a gold medal at the Yamaha songwriting competition in Japan.²

Since there is no study about the politeness strategies used by a program talk show, in this present study, the researcher is interested in doing the analisis entitled **“The Analysis of Politeness Strategies Used in *The Oprah Winfrey Show*”**

B. Statement of Research Question

Based on the background of the study in previous discussion and the state problem above, the researcher will analyze politeness strategy used in conversation. To specify this problem, the problems of the study are formulated as follows:

1. What types of politeness strategies are used in the talk show *The Oprah Winfrey Show* with Celine Dion as the guest star?

¹ <https://www.biography.com/people/oprah-winfrey-9534419>

² <https://www.biography.com/people/celine-dion-9542132>

2. How politeness strategies are used in the talk show *The Oprah Winfrey Show* with Celine Dion as the guest star?

C. Objectives of the Study

From the problem above, the researcher tries to get clear description about the problems through analysis and study that have previously mentioned in the problems of the study this is:

1. To identify what kinds of politeness strategies that were often used in the talk show *The Oprah Winfrey Show* with Celin Dion as the guest star.
2. To find out how politeness strategies were used in the talk show *The Oprah Winfrey Show* with Celin Dion as the guest star.

D. Limitation of the Study

The limitation is mean to make clear about what should be done by researcher for further activity dealing with the problem determined. As stated in the background of the study above, the reseacher limits this research by using Brown and Levinson's politeness which have five strategies, but the researcher is using four types of the strategies they are bald on record, positive politeness, negative politeness and off record. FTA is not used in this research because this conversation do not say anything. As what have been mentioned in the background of the study above, the data will be taken from a program Talk Show in American television, in the grogram *The Oprah Winfrey Show* and the object is the conversation used by Oprah Winfrey and her guest star is Celine Dion.

E. Significance of the Study

The result of the study is expected to give more understanding about language politeness level. And also, it is expected to give motivation for the people to use politeness strategies, language, attitude, and behavior in society appropriately.

Practically, this study is expected to be of any use, for the reader and the future researcher.

1. The researcher

After doing this research, it made more understanding and increases her knowledge about the politeness strategies well. And Applied the politeness strategies when interaction with other people.

2. The readers

This study will be useful for the readers who sometimes language politeness strategies in their daily activities. Besides, they can develop their understanding about the politeness strategies and know about how *The Oprah Winfrey Show* with Celine Dion as the guest star use politeness strategies.

3. The future researchers

The result will be useful for the future researchers as reference to conduct future researches dealing with similar problem by using research design or model on the politeness strategies.

F. The Definition of the Key Terms

This section discuss about theories related with the research. They are about politeness, politeness strategies, talk show and *The Oprah Winfrey Show*. In other word it can avoid misunderstanding defining it.

a. Politeness

Politeness is the use of the right word or phrase in the proper context, which is determined by the rules that are prevalent in society.³

b. Politeness strategies

Politeness strategies are the way how utterances are used in communication in the purpose of keeping speaker's and hearer's in

³ Senowarsito, Politeness Strategies in Teacher-Student Interaction in EFL Classroom Context. TEFLIN Journal, 24 (2013) 85

interaction and make it run well. There are four strategies used based on Brown and Levinson's theory, they are bald record, positive politeness, negative politeness, and off record.

c. Talk Show

Talk Show is a radio programme or a television program on which famous guests are asked questions about themselves, or members of the public discuss a particular subject.⁴ A program featuring informal conversation, often on a particular topic or range of topics, between a host and, variously, guest celebrities and experts, members of a studio audience, or listeners or viewers telephoning from their homes.

d. The Oprah Winfrey Show

The Oprah Winfrey Show, often referred to simply as *Oprah*, is an American syndicated tabloid talk show that aired nationally for 25 seasons from September 8, 1986 to May 25, 2011 in Chicago, Illinois. Produced and hosted by its namesake, Oprah Winfrey, it remains the highest-rated daytime talk show in American television history.

The show has been highly influential, and many of its topics have penetrated into the American pop-cultural consciousness. Winfrey has used the show as an educational platform, featuring book clubs, interviews, self-improvement segments, and philanthropic forays into world events. The show does not attempt to profit off the products it endorses; it has had no licensing agreement with retailers when products were not promoted, nor has the show made any money from endorsing books for its book club.

Oprah is one of the longest-running daytime television tabloid talk shows in history. The show received 47 Daytime Emmy Awards before Winfrey chose to stop submitting it for consideration

⁴ <http://dictionary.cambridge.org/dictionary/english/talk-show>

in 2000. In 2002, TV Guide ranked it at #49 on TV Guide's 50 Greatest TV Shows of All Time. In 2013, they ranked it as the 19th greatest TV show of all time.⁵

⁵ <https://id.wikipedia.org/wiki/TheOprahWinfreyShow>