

CHAPTER I

INTRODUCTION

A. Background of the Research

Linguistics is the study of language and it is such a central feature of a human while linguistics has intellectual influences and connections with many other disciplines in the humanities, social sciences and natural sciences. Linguistics is very influential on human life as social beings that needed and associated each other. By studying linguistics, people will fully understand about what it should be focusing on because it is the science that generally only discuss about language as object of the study that used in everyday life. So that, linguistics is the disciplines which mainly focuses on the language as the object of the research.

Moreover, linguistics has been recognized as one of the scientific sciences with a marked presence of several conditions explicitly, systematically and objectively in a study. For a researcher, this explicitness will guide and encourage themselves in doing a research but for a reader it is only helpful in understanding the contents of the research. As for other requirements such as systematic this is marked by the preparation of research procedures to test the hypothesis conducted by a researcher in explaining the order of research. Then, objectivity requirements are also needed by a researcher in proving experimental data research with existing conditions in the field. Thus, the science of linguistics as one of the validities of science has

been able to maintain these three main conditions as a form of hope for a study that will continue to be carried out without end.

In addition, linguistics means a language as a system of sound symbols that can be seen based on its arbitrary, unique, productive, dynamic and varied nature. This sound symbol is characterized by one of the characteristics namely arbitration which does not have a binding relationship between language symbols (tangible sounds) with the concept or meaning described by the symbol. In addition, language symbols are also marked by their respective characteristics depending on how productive a symbol of language where language will continue to exist and adapt in the socio-cultural conditions of the user community. Thus, linguistics is defined as a language system that has regularities in its units that can be described in the form of symbols of the sound.

Language is originally the media for connecting each other. In other hand, people use language not only as the media for connecting two different things but also as the media for expressing their feelings, ideas or needs by using their sounds, gestures and signals in various purposes and reasons. In delivering messages, there should be the speaker (as the producer) and the hearer (as the receiver) in order to make the communication becomes effective and runs smoothly. The hearer will well understand what the speaker says when the speaker delivers the message clearly, logically and politely.

In this way, people will prepare the content of a message with mind the rules and standards that have been existed in order to avoid the uncomfortable sense between speaker and hearer. Moreover, it is because when the speaker does not deliver the message properly whether from its intonations or face expressions can cause misunderstanding and make people have to learn about how the meaning of a word which communicated by the speaker can be interpreted well by the hearer. Besides that, the writer will focus in the study of meaning and context, namely pragmatics.

Pragmatics is known as the study of meaning which communicated as the interpretation in a particular context. Pragmatics is a kind of way to make an inference about what is said by the speaker in order and how the context, intonation and emphasis influenced the hearer regardless to what is delivered by the speaker. Yule (1996) said pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) (p. 3). Both the speaker and the hearer, of course, have to understand each other what they imply in the communication and they should communicate and receive information without any boundaries. Furthermore, considering to the statement of Yule which signifies that a good communication must be well produced by the speaker adjusted to the social background and what the social environments are that the speaker is pointing at and must be received by the hearer so that they can assume and build their own understanding and also avoiding misunderstanding.

Politeness is part of the structure of one's behavior towards the environment. In other words, politeness forms characteristics that can form due to the existence of values and norms that are used as a form in telling or behaving. Most people consider politeness as a must to always be inculcated in behaving, symmetrical and asymmetrical relationships. In fact, even though politeness has been labeled as a good pattern of relations, nevertheless in the science that examines meaning and context (pragmatics) it still can be transformed into the two forms of perspective; positive and negative. Thus, politeness will be something unique to be learnt about what type of speech that makes it be able to support a positive or negative point of view from both the speaker and the hearer.

Politeness can be understood as to fulfill other's desire such as thanks, orders, offers, commands, requests, invitations and suggestions. Besides that, there are also compliments, congratulations, condolences, apologies and advice. All those things are part of the practical application of people's manner in facing some situations when they have interactions in the society. Moreover, in someone's point of view, his/her will commonly think an action is polite or good enough to be showed but in fact it says that it does not polite or good or may be does rude. Nonetheless, this phenomenon discusses of how do people give respond based on their desires to show their face (notion) which are likely to be discussed in the form of politeness as the part of this situation.

Accordance to Leech (2014) politeness is a form of communication which someone does in human languages and among human cultures and in the fact that this is a universal phenomenon in the society (p. 3). Hence, politeness has to be studied in terms of the relationship between language use and social behavior. People can simply understand that politeness is a universal phenomenon that tied with daily life and motivated someone to behave and to utter the words in their social environment.

Face is self-image which constantly attended in interaction and cooperated as the important aspect to keep someone's 'performance' while in the public domain. So that, in this paper the writer is using the theory of Brown and Levinson (1987) which divided face into two types; positive face and negative face (p. 61). Positive face is referring to someone who is trying to get recognition from their interlocutor about something that his/her has been done and believing everything that his/her does is good for everyone. For example, Chaer (as cited in Brown and Levinson, 1987) gives example such as "You must be hungry; it's a long time since breakfast. How about some lunch?" means as being notice, the hearer's interests, wants and needs (p. 53). Negative face is regarding to the self-image of someone that his/her needs to be appreciated and does not want to be imposed by others. For instance, Chaer (as cited in Gunarwan, 1994) when someone said, "Could you please give me that book, Mrs.?" means as an indirect command that is used by the speaker to the hearer which has unclose relations (pp. 52-53).

Meanwhile, one of these two types of face are using to minimize the damage of someone's losing face while his/her has to interact with their social environments as Brown and Levinson called this as face threatening act (FTA). Thus, Brown and Levinson (1987) classified the types of politeness into four strategies; positive politeness to prevent the positive face besides of three types, negative politeness, bald on record and off record strategies (pp. 68-70). Those strategies are using differently adjusted to the situations surrounded where it takes place and social distance between the speaker and the hearer. At least, people should mind about which face is the most appropriate one to be shown due to the face wants of the speaker or the hearer.

Nevertheless, considering to the phenomena above, the researcher is interested in analyzing the positive politeness faces in *Oprah Winfrey* talk show programs *SuperSoul Sunday* on YouTube. As the researcher found that the *Oprah Winfrey Talk Show* is an American talk show which had Oprah Gail Winfrey or also known as Oprah Winfrey as the host. The talk show began in September, 1986 and ended in May, 2011 after 25 seasons and 4.561 episodes that takes place in Chicago. The *Oprah Winfrey Talk Show* was one of the longest-running daytime television talk shows in history. In 2002, *TV Guide* ranked it at #49 on *TV Guide's* 50 Greatest TV Shows of All Time and in 2013, *TV Guides* ranked it as the 19th Greatest TV Shows of All Time. Now, Oprah Winfrey already move to YouTube and gave her own channel named *Oprah Winfrey Network (OWN)* and has published her first talk show

in 2011 and actively used until present. The total videos are 15.000; with the total subscribers are 3.82 million per January, 2020. The OWN contains with some categorize playlists such as The Haves and The Have Nots, The Best of The Oprah Winfrey Show, SuperSoul Sunday, Love and Marriage, etc.

There are two reasons why *Oprah Winfrey Talk Show* is the object to be analyzed in this research. The first reason is that the programs is realistic, interactive and it tells the life of someone's experiences or something, so that it will give us points of view of someone's face (notion) which expressed positively based on politeness strategies. For instance, in this research, the researcher uses one of the *SuperSoul Sunday* 'Episode 912: Malcolm Gladwell' published on September 18, 2019 in OWN (Oprah Winfrey Network) YouTube channel or <https://youtu.be/R1won522XRA> where it tells about Gladwell's point of view in seeking the prejudging cases in his new book *Talking to Strangers*. Throughout the talk show, Oprah shows her excitement after waiting for almost six years for Gladwell to launch a book.

Moreover, the second reason is the researcher believes that *Oprah Winfrey* talk show programs '*SuperSoul Sunday*' on YouTube is an appropriate object to be analyzed because of some reasons. First, SuperSoul Sunday is the multi-award winning series that brings a timely thought-provoking, eye-opening and inspiring block of programming considered for helping the viewers awaken their confident and build a deeper connection with world around them. Second, SuperSoul Sunday has characteristics to have new conversations between Oprah Winfrey as the host with the top

thinkers, authors, visionaries and spiritual leaders discovering many themes and issues which can be including as happiness, personal fulfillment, spirituality, conscious living and what it means to be alive in today's world.

In the end, it can be concluded that pragmatics is born as the basis of human needs in communicating with the surrounding environment. Through communication, it will bring the ability for someone to think about understanding and comprehending meaning and context in a conversation. These two aspects, meaning and context, will be used as a reference to see how good the speaker or listener has politeness in speaking because someone who has utterance in a good way may not be said quite polite even though his/her does not deny their interlocutor's desires. Of course, this will bring a face (notion) which acts for minimizing threat that may be cause to impose their interlocutor. Those factors underlie the writer to make this research into the form of a paper entitled *Positive Politeness Faces in Oprah Winfrey Talk Show Programs 'SuperSoul Sunday'*.

B. Questions and Scope of the research

1. Questions of the Research

In order to make the study purpose clear, the problem is formulated as follows:

- a. What types of positive politeness face strategies expressed by the host and the guest in *Oprah Winfrey* talk show programs?
- b. What factors influenced the host and the guest to choose a certain positive politeness strategy?

- c. What aspects of face showed by the speaker to the hearer?
- d. What is the most found positive politeness face strategies and factor influences use in the *Oprah Winfrey* talk show programs?

2. Scope of the Research

Based on the background of the research, this research is focusing on the utterance of the positive politeness strategy which performed in the *Oprah Winfrey* Talk Show Programs *SuperSoul Sunday* Episode 912: Malcolm Gladwell. The writer tries to explain the kinds and the factors that influenced the positive politeness which are uttered by the host and the guest in the talk show. The theories that support this research are collected from Penelope Brown and Stephen C. Levinson. In addition, the writer also minds this topic is very interesting to be analyzed and investigated since the politeness is one of some important elements that relates with social language and social culture.

C. Objectives and Significances of the Research

1. Objective of the Research

Based on the problem of the research that have mentioned above, the objectives of this research can be concluded as follow:

- a. This research is for explaining the type of positive politeness faces that expressed in the *Oprah Winfrey* talk show programs.
- b. This research is for analyzing the influence factor of politeness face strategies that found in the *Oprah Winfrey* talk show programs.

- c. This research is for concluding the aspect of face of the hearer that showed in the *Oprah Winfrey* talk show programs.
- d. This research is for finding the most used positive politeness strategies and factor influences in *Oprah Winfrey* talk show programs.

2. Significance of the Research

The significance of the study in this research is hopefully can be useful and meaningful not only for the writer but also for the readers who wants or already learnt English as their activities. The significance of the writing is described as follow:

a. Theoretically

The writer hopes this writing can give a new point of view and new knowledge about the language uses in the politeness domains and also the influence factors of politeness which occurred in the talk show use.

b. Practically

The writer hopes this writing can be useful for the students and everyone in understanding the process of studying politeness in the society based on the theory of Brown and Levinson in the book *Politeness (1987)*.

D. Operational Definition

1. Pragmatics

Meaning that can be studied and interpreted by people who learn language as the focus object in order to give understanding about information or message that others said directly or indirectly.

2. Politeness

A behavior that every person must have as the important part in social living in order to teach how people have to behave and how the way people express their statements.

3. Talk show

Some sessions that people are questioning about of their experiences or stories of life by a person called host that can be useful as an additional information or knowledge for those who are watching and it is usually performed on the television.

E. Systematization of the Research

The systematization of the research means to present the research well edited composition. This research is divided into five chapters as follow:

Chapter I is Introduction. This chapter consists of the background of the research, questions and scope of the research, objective and significance of the reserach, operational definition and the systematization of the research.

Chapter II is Theoretical Description. This chapter explains about what is Pragmatics, Politeness, Talk Show and Research of the Relevance.

Chapter III is Research Methodology. This chapter organizes the setting of the research, kind of the research, procedure of the research, technique of the data collection, technique of the data analysis and sources of the primary and secondary data.

Chapter IV is Analysis Data. This chapter presents the data description, data analysis and interpretation of the research findings.

Chapter V is Conclusion and Suggestion. This chapter describes about summary from all chapters and some suggestions for the object of the research.

