

CHAPTER ONE

INTRODUCTION

1.1. Background of The Study

Politeness is an aspect of interaction that aims to generate respect for others. Politeness is done to pay attention to the feelings of others where they pay attention to the positive face, namely the desire of each speaker to be accepted or liked by other parties, and negative faces, namely the desire of the individual so that each wish is not hindered by other parties. Language that is not polite or polite in communicating will threaten the face / self-image of the interlocutor. Language is a very powerful thing to communicate with each other, the language can also be used to convey ideas and desires (Rido, 2020). Evayani & Rido (2019), state that the use of language can possibly achieve certain purpose such as marginalizing certain social actors or selecting the word choices. Therefore, a strategy is needed to reduce unpleasant feelings from the interlocutor so that communication continuity is well maintained. The choice of strategy used in speaking determines the continuity of communication.

According to Brown and Levinson (1987), politeness is how people behave in a way that tries to take into account the feelings of the intended person. According to Yule (1996), politeness can be interpreted as a linguistic act to show awareness of other people's faces. The speaker must pay attention to how the hearers feels when the speaker says something or give the argument. Istiani and Puspita (2020) stated that in delivering an argument, several things must be aware, such as the theme, the purpose,

and the content of the argument. There is a strategy that can help us to fulfill that goal, namely the politeness strategy. Politeness strategies is basically the study of knowing how people use language when they interact or communicate. The politeness strategy theory expressed by Brown and Levinson (1987) states that there are four types of politeness strategies that summarize human politeness behavior. There are bald on record strategies, positive politeness, negative politeness, and off record strategies. The use of politeness strategies can also be found in school settings, business meetings, conferences, speech, movies, talk shows, or even interviews.

The researcher chooses an interview in a talk show to be the object of this research. The information conveyed by the broadcasting media has been regulated by the government as outlined in law. The law also regulates the use of polite language so as not to offend others. The use of language in the media is currently experiencing a decline in politeness. Sometimes the use of polite language doesn't matter anymore. In fact, the media have a lot of influence in society.

In this study, a live talk show between two public figures is chosen by the researcher to be the object of the research, which is the 2020 Vision Tour Interview. This talk show is hosted by Oprah, which will be carried out across the country. In this tour, Oprah's hope is to make 2020 a year of transformation for the mind, body and soul. That's why Oprah Vision 2020 tour is called *Your Life in Focus*. She is an American talk show host, actress, television producer, media executive, and philanthropist. She is best known for her talk show named The Oprah Winfrey Show broadcasted from Chicago. Michelle Obama is an American lawyer and author who was the first lady of

the United States from 2009 to 2017. She is the first African-American First Lady of the United States.

The researcher chose the research object of the Oprah Winfrey talk show because this talk show presents interesting interviews by inviting inspiring figures from various professions. Therefore, in the form of conveying information, both the interviewer and the resource person have various strategies in speaking. In order for the communication event to take place properly, it is fitting that the interviewer and resource person use effective and polite language.

The researcher is interested in conducting a research regarding politeness strategies in the conversation between Oprah Winfrey and Michelle Obama in 2020 Vision Tour Interview for following reasons. Both Michelle and Oprah are two inspiring and influential women in the United States of America. Michelle Obama is the 44th United States President's wife. As former first lady of course, she has the power to raise public awareness of the importance of polite language, therefore she has to be careful with what she saids because every single word she said can shape public thinking. While Oprah Winfrey is an inspirational talk show host in United State. The success of Oprah Winfrey show cannot be separated from Oprah's style as a host when guiding the event. Oprah has several serious speech styles, when speaking emphatically, or when she is angry. the quality of her vocals will change according to her choices. when speaking seriously she will pronounce her words carefully, avoiding slang. furthermore, oprah talks to viewers as if they are her best friends so that viewers can casually talk like her own best friend. Various topics of discussion, both personal and general, are discussed

in the talkshow, for that the speaker and the hearer need the right politeness strategy so that their communicative goals are successful without offending each other. Therefore, researchers are interested in further researching the politeness strategies used by Oprah Winfrey and Michelle Obama in the 2020 vision tour interview.

1.2. Research Question

Based on the background of the study and the research focus, the researcher formulates the problems of the research as follows.

1. How are the politeness strategies employed by Oprah Winfrey and Michelle Obama in 2020 vision tour interview?

1.3 Research Objectives

This research has several objectives there are:

1. To describe how are the politeness strategies employed by Oprah Winfrey and Michelle Obama.

1.4 Use of The Study

The results of this study are expected to give both theoretical and practical benefits as follows:

1. Theoretically

Theoretically, the study applies the theory of politeness strategy by Brown and Levinson (1987) to the context of talk show. The result of this study is expected to give

more knowledge for further the linguistics study in the field of pragmatics especially politeness strategy. Moreover, this research is expected to give contribution to other people to understand the politeness strategy that happen in the conversation.

2. Practically

Besides having beneficial as additional information, the research can help readers to understand about politeness strategy. Hopefully the results of this research can be used as reference to study in the same object of the research.

1.5. Scope of The Study

This research focuses only on identifying the use of politeness strategies that were classified based on Brown and Levinson (1987). The researcher limits the research only in the analysis of types and realizations of politeness strategies performed by and Oprah Winfrey and Michelle Obama in their conversation in 2020 Vision Tour.