

CHAPTER I

AN ANALYSIS OF POLITENESS STRATEGIES “AMERICA’S GOT TALENT” TV SHOW: PRAGMATICS APPROACH

1.1. Background of the study

In our daily life, people can communicate or express what they want from others and response to other. In addition, when people make conversation to the interlocutor it is importance on linguistic structures, politeness and face concept are important for some communities to give the understanding between the speaker and interlocutor and make the comfortable by doing the conversation. Politeness phenomenon appears in daily life conversation, such as in casual communication, texts, television show and others.

Politeness strategies have been chosen in order to get a conversation go smoothly and run well. Choyimah (2015) explained that in general politeness could be defined as linguistics attitude, which can make an addressee feel at ease. People might not always pay attention to politeness but often see a rudeness or inconsiderate attitude. Brown and Levinson (1987) stated that to recognize what people are doing in verbal exchange (e.g. requesting, offering, criticizing, complaining, etc) not so much, by what they overtly claim to do as in the fine linguistic of utterances. It means that if the speaker wants to make a conversation going well, the speaker must be polite and make the interlocutor feel comfortable. In the other words, politeness strategies concern to think about the interlocutor’s

feeling and by being polite means that the speaker should make interlocutor comfortable. Being polite is awareness of saying something and respecting the other feelings.

Being polite is to ensure relationship to run well in social communication the speaker obligated to use politeness strategies. The strategies are used for both oral and written forms of communication. One form of communication is criticism. Criticize someone is a verbal conversation that often makes people misunderstand. Criticize others has their own way of doing things, so that the person who criticized does not feel offended. Giving criticism to someone properly can encourage someone to be better and not feel bad.

According to Brown and Levinson (1987) the politeness strategies has four types of strategies such as bald on record, positive politeness, negative politeness and off record. Speaker kindly showed appreciation and familiarity with the hearer. Furthermore, the function of each types of the politeness strategies. Bald on record used for friendship or family. Positive politeness used to express intimacy with friends or another people. Furthermore, negative politeness concerns about respect behavior. So that negative politeness used to ask or reveal the other person is not busy or not bothered by the questions that the speaker gave. The last is off record is the most polite strategies because the speaker used indirect sentences and very soft words expression.

Moreover, there are strategies of each types of the strategies. The first is bald on record there are showing disagreement, giving suggestion/advice requesting,

warning/threatening, and using imperative form. Positive politeness there are notice, and attend to Hearer, exaggerate, intensify interest to Hearer, using in group identity, seek agreement, avoid agreement, presuppose/raise/ assert common ground, joking, asserting the speaker's concern for the hearer's wants, offer and promise, be optimistic, include both speaker and hearer's activity, give and asking for reasons, assume reciprocity, give gifts to hearer. Negative politeness there are conventionally indirect, hedge, be pessimistic, minimize the degree of imposition, give deference, apologize, impersonalize speaker and hearer state the FTA as general rule, nominalize, go on record as incurring a debt or as not indebting hearer. The last is Off record there are give hints, give association clues, presuppose, understate, overstate, use tautologies, use contradictions, be ironic, use metaphor, use rhetorical questions, be ambiguous, be vague, over generalize, displace hearer, use ellipsis.

The application of politeness strategies occur when the speaker became aware of saving the interlocutor's feeling is important. It would be rude if the speaker immediately gave an order, for instance, to someone with whom has social distancing relationship to the speaker or (to a stranger).

Example:

Student : Let's discuss about the new topic.

Instructor : **“Discuss the new topic”, you mean?** (Karimnia, 2018)

From the example above, the instructor tried to convey politely the message that the student was making a mistake, by simply repeating the student's mistake

(emphasized by “you mean?”). This style of politely correcting errors could preserve the student’s desire to be well treated in front of his/her classmates.

Another example:

Bella : **Would you mind just pointing me toward Mr. Varner's class?**

Eric : You've missed a lot of the semester, but I can hook you up - tutor, cliff notes, and medical excuse. (Setiawan, Artawa & Widiastuti, 2016)

From the dialogue above, the data taken from the Twilight movie, it was seen that Bella applied minimize the imposition to express her sentences, from her sentence it can be noticed that Bella tried to pay Eric as hearer deference, the word “Just” delimits the extent of the FTA.

The one of example from the phenomena found in America’s Got Talent:

The situation happened when the contestant is feeling anxious when he came to the stage. Howie greeted *hello at first*, but Howie saw the contestant take a breath first without answered the greeting given by Howie.

Howie : **Take a deep breath take it all in** and tell me your name.

Con : My name is Eric Chen. (America’s Got Talent, 2019)

Howie noticed it and he used this strategy to tell the contestant to take a deep breath to reduce his anxious. It was seen in the first utterance that when Howie said *take a deep breath take it all in*. It was seen how politeness strategies make interlocutor to feel more spirit. So, it was classified as **notice, and attend to the Hearer in Positive politeness strategy. Notice, and attend to the hearer** used when the speaker notices the interlocutor feeling.

In our daily conversation, based on Brown and Levinson (1987) there are many ways to say something that would to say and express the nice words to other people, by saying “Would you help me to show the direction?” used to express intimacy with a group of friends. However, when facing a stranger or an adult the speaker must said “I’m terribly sorry to disturb you” or “Excuse me”. Different social situations obligated the speaker to adjust the words by placing the right words in different groups of people and occasion.

The politeness strategies phenomenon found in every country with different levels of politeness including Indonesia. Thank you is used to appreciate if someone helps and thank them. However, in Indonesia thank you often used for rejection.

There are some related studies. The study was made by Murni Mahmud (2019) she analyzed her study used a descriptive qualitative research technique to explore the phenomenon of politeness in EFL classroom interaction. Her research aim to examine the politeness strategies of English students at the university in Makassar. The research of politeness strategies in the classroom context by English students, this research investigated about English students used were different type of expression to encode the student’s politeness in class. Expression in form greetings, thank you, cope with terms, apologies and fillers.

Furthermore, there was study was made by Ardi, Nababan, Djatmika, & Santoso (2018) This research aim by examined the translation of politeness strategies of directive acts that been used by four characters in the novel entitled Deception Point by Dan Brown’s and it had two Indonesian translation versions.

The result of their study was a shift in the translation of politeness strategies in directive acts in two translation versions of Deception Point caused by choices of the techniques. Positive politeness strategies was the dominant in both translation versions. The present research was different with the previous researches, while the subject of this research the types and the strategies of politeness strategies uttered by the judges in America's Got Talent. Another reason because of the interested to make a study pragmatic analysis of politeness strategies, because being polite is important in daily life to save the attitude of the speaker and save others feeling for not being hurt and feel uncomfortable.

The researcher has some reason to analyze politeness strategies through America's Got Talent (often called as AGT), the televised American talent show competition that very famous among this day and is created by Simon Cowell, also part of the global Got Talent franchise among the world. The first reason is the show presents politeness used by the judges. Besides, it represents by people in real life and in the social situation. The second reason is that politeness strategies used to minimize and avoid the rudeness to critic the contestant by saving the contestant's feeling and be respected. The third reason, the researcher will be choose to explain kind of politeness strategies in America's Got Talent because the aim of this study was to enhance the reader's knowledge, so the result of the study could be easy to understood by the reader.

1.2. Identification of the problems

The researcher found some problems in the show that can be identify.

1. The function of each type in politeness strategies.
2. The types of politeness strategies uttered by the judges in America's Got Talent.
3. The politeness strategies uttered by the judges in America's Got Talent.

1.3. Limitation of the problems

1. The types of politeness strategies uttered by the judges in America's Got Talent.
2. The politeness strategies uttered by the judges in America's Got Talent.

1.4. Formulation of the Problem

From the background above, the researcher formulates main problems to be answer as stated in following:

1. What are the types of politeness strategies uttered by the judges in America's Got Talent?
2. What are politeness strategies uttered by the judges in America's Got Talent?

1.5. Objectives of the Study

Based on the formulation of the problem, the objectives of the research as the following:

1. To find out the types of politeness strategies uttered by the judges in America's Got Talent.
2. To find out the strategies of politeness uttered by the judges in America's Got Talent.

1.6. Significance of The Research

1.6.1. Theoretical Significance

Theoretically, this study has some purposes. First, this research is expected to give further information to the readers of the types of politeness strategies that uttered by the judges in America's Got Talent. Second, this study is expected to enlarge a knowledge, and how to use politeness strategies, from this study can make an experience to apply it in daily life. The concept as well as in the application of materials research, especially concerning a knowledge of the politeness. The last, this research become a comparison of another research in the future.

1.6.2. Practical Significance

Partially, this research is expected to be useful for the following parties. First, this research can enrich the students of English department and literature's knowledge in language field, especially in politeness strategies uttered by the judges and the reasons of researcher chose America's Got Talent for the research.

1.7. Definition of Key Terms

Pragmatics : Pragmatics is the study of language use, that is the study of relation between language and context, which is the basic of understanding the meaning of language. Levinson (1983)

Types of politeness : The classification of the politeness strategies. Brown and Levinson (1987)

Politeness Strategies : Politeness strategies is concerns to think about the interlocutor's feeling and by being polite means that the speaker should make interlocutor feels comfortable. Brown and Levinson (1987)