

CHAPTER I

INTRODUCTION

1.1. Background of the Research

It is a human nature of someone to be always want to keep their good persona and good self-image in a public. In linguistic there is term called 'face' that indicated public mental self portrait of an individual. Two aspects from 'face': positive and negative. Positive face that can be seen by this term is when person craved to be proved of, respected of so that their value in front of others is increasing. Meanwhile people tend to didn't want to feel small or excluded from the society, it is shown by a person's negative face when they want to be longing or needed for. Because of that, person using politeness utterance to achieve both of the faces. Either they don't want have a negative face or they maintain their positive face. Both of way, positive politeness takes a good amount of impact to maintaining either of the cases.

As indicated by Brown & Levinson (1987:65), there are several kinds of action that harm faces. When it comes with specific and common example, they usually have tendencies to avoid becomes specific. Both and speaker's own positive and negative spaces can be damaged when for example someone as a speaker admit that he has failed at his job and that someone offers help to his listeners.

Information delivery can be done using various media platform including television. Television considered as an entertainment medium that provides many

variations of entertainment including one of them is talk shows. Talk show itself features one or several people discussing a particular topic which led by a host. There is a special feature of a talk show that sets it apart from other television shows. According to Timberg and Eller (2010), a talk show centered on the host, conversation is experienced in its present form, spontaneous but highly structured, commodity products, stirred in strict formulas and measurable segments of expensive network time, and designed for aerial topics that are appeal to as many audiences as possible.

There are many television shows besides talk shows which have greatly overturned politeness. Politeness in language, politeness in behavior, and politeness for the content to be broadcast. There are so many languages that are inappropriate to be pronounced as well as many impolite behaviors that are deliberately used in television shows. Television is an information media which watched by all ages, including minors. An example of the show that risqué is comedy television entertainment shows, in these shows it does confirm that jokes delivered with secures jokes, but many also sometimes tucked into obscene words that were not censored and still aired on purpose. Another example is in music shows. Many lyrics in the songs use rude words such as "bullshit, fuck you, bitch". From the existing phenomenon, the researcher conducted a positive politeness strategy research with the object of study is Oprah's talk show. This research aiming to replace impolite words with more polite words, with an example from Oprah Winfrey's conversation with her guests who put a very high priority on positive politeness when speaking.

Talk show that being used as a source of data in this research is Winfrey talk show hosted by Oprah Winfrey where she is a media owner in America itself, as well as an actress and producer. Oprah Winfrey has a serious character in hosting her talk show. Beside talk show by Oprah there are several talks how that have different concept, one of them is relaxed talk show namely The Ellen Show hosted by Ellen Degeneres. The genre of the talk show tends to be more relaxed and a lot of jokes are made. It is very different from the talk show led by Oprah Winfrey which tends to be more serious when discussing something so that it also affects the style of the conversation. In talk show hosted by Oprah Winfrey, there are more positive politeness applied by the speaker for both questioning and answering. The positive politeness strategy used both by the host and by the guest.

On the other hand, researcher looked at previous studies for make easier to discuss positive politeness strategy, the first research that deserves to be a reference was written by Ayu, Luh Putu & Putri (2013) with the research title "Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show With Ricky Martin As Guest Star". The purposes of this research are to find the type of politeness strategies often used by Oprah in Oprah Winfrey talk show with Ricky Martin as a guest by using theory from Brown and Levinson (1987). What distinguishes this research from the researcher's research is that this study analyzes all types of politeness strategies in talk show, while the researcher focusses only on utterances that employ positive politeness used by Oprah Winfrey and the guest in talk show.

The second journal worthy to be referenced is written by Dewi, Anjasmoro (2014). The title of this journal is "Politeness Strategies Performed by The Host of Kick Andy Show "Berprestasi Di Usia Muda" Episode". This study aims to determine the politeness strategy used and the potential for the use of politeness, which is very commonly studied, so to differentiate from this research the researcher will focus more on this research on one type of politeness strategy and the problem under study will also focus more on the type of politeness strategy used during the talk show.

From the above consideration, the researcher focuses on analyzing positive politeness strategies, the factors, and influences of the character using certain strategies as the main focus of this analysis which titled **Positive Politeness Strategy Used In 'Oprah's 2020 Vision Tour' Talk Show: Pragmatics Approach.**

1.2. Identification of Problems

Based on the background of the above research that has been explained, the importance of the problems associated with this background. The problems that arise are as follows:

1. The strategy of positive politeness expressed by Oprah Winfrey in Oprah Winfrey 2020 Vision Tour Talk Show
2. Conversational implicature to identify the meaning informed by the speaker in Oprah Winfrey's talk show

3. Factors that influence positive politeness strategies in talk show used by Oprah Winfrey.

1.3. Limitation of the Problems

In order to sharpen the research and the analysis, the researcher limits the research by giving focus on analysis of the positive politeness. This research will only focus on dialogue which contains positive politeness used in the TV talk show The Oprah Winfrey Show and the conversational implicature to identify the meaning informed by the speaker in Oprah Winfrey's talk show.

1.4. Formulation of the Problems

Based on the background and limitation of the research above, the problems proposed in this research are:

1. What strategies of positive politeness expressed by Oprah Winfrey and the guest in Oprah Winfrey 2020 Vision Tour Talk Show?
2. What are the factors and reasons which influenced the employ of positive politeness used by speaker in Oprah Winfrey's talk show?

1.5. Objective of the Research

This research aims to determine politeness in politeness strategies. Here's the objective of the problem:

1. To find the strategies of positive politeness expressed by Oprah Winfrey and the guest in Oprah Winfrey 2020 Vision Tour Talk Show.
2. To identify the factors and reasons which influenced the employ of positive politeness used by speaker in Oprah Winfrey's talk show.

1.6. Significance of the Problems

A. Theoretical significance

This research is expected to provide information to linguistic research linked to positive politeness strategy

B. Practical significance

1. This research was intended so the community would better understand the positive politeness strategies.
2. This research is intended to provide knowledge about positive politeness strategies from all perspective.
3. For researcher who their field is in linguistics, especially regarding politeness, this research can be used as an additional information.

1.7. Definition of Key Terms

Talk Show: Conversation is a learning that occurs through conversation or interaction about subject matter that is used to make explicit knowledge. Conversations can be done at a number of different language levels (Pask, 1975).

Positive Politeness: Positive politeness is an attempt to minimize threats to the positive face of the listener. Positive politeness is used to make other people feel comfortable by getting to know one another. In addition, to avoid conflict (Brown and Levinson, 1987).

Interlocutor: Interlocutor seen in the linguistics, discourse analysis, and related fields, described as an individual associated in a discussion or discourse. Two or more people talking to each other are interlocutors talking each other. The terms discussion accomplice, listener, or recipient are

intermittently utilized reciprocally with interlocutor. Interlocutor by means is a person with whom a speaker converse; a conversational partner. (Thomas, 2012)

Oprah Winfrey:

Oprah Gail Winfrey born January 29, 1954. She is an American talk show host, producer, author and also philanthropist. Her best known talk show: The Oprah Winfrey Show, and was the highest rated television program show and ran in national syndication for 25 years until 2011. According to Oprah Winfrey-Academy of Achievement. (August 24, 2018). Retrieved November 24, 2020, from <https://achievement.org/achiever/oprah-winfrey/#biography>