

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Understanding politeness in daily conversation is very important. Politeness is one of the strategies which is used in communication. Politeness includes how the tone, the manner, the words we use and how our partner's face when we talk to them. Understanding politeness is very important. People often think that politeness is simply a matter of saying *please*, *sorry*, *excuse*, and *thank you*. However, politeness has its own role. Being linguistically polite means speaking to people appropriately in the right place and the right time. People must be aware of the context of speaking and then be able to determine which politeness form is the best to be applied in a context.

When people make an interaction or an utterances, people should convey meaningful utterances and treat the hearer in appropriate ways. It can be realized by speaking carefully in order to make others feel comfortable. Thus, Yule (1996, p. 4) suggest people to pay attention to others' expectation which means the speaker is polite.

Furthermore, Cruse (2006, p. 132) states that politeness enters into the ways of addressing people. The speaker has a preference of pronouns for assigning the addressing people according to the relationship between the speaker and the addressees, the speaker needs to have preference. For example, in addressing his wife, a husband usually calls her *honey* and then a father can call his children with *sweetheart*.

According to Brown and Levinson (1987, p. 61) politeness strategies are developed in order to save face of the hearer. Brown and Levinson define “face” as the respect that an individual has for him or herself maintaining that “self-esteem” in public or in private situations. Usually a person tries to avoid themselves to other person or make them feel uncomfortable. Face Threatening Acts (FTA) are acts that infringe on the hearers need to maintain his self-esteem and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA. There are four types of politeness strategies, described by Brown and Levinson that sum up human “politeness” behavior. The strategies are *bald on record, positive politeness, negative politeness, and off record-indirect strategies*. It is chosen to analyze considering that when the speaker is doing the FTA, it will reflect to the speaker’s feeling and influencing the speaker’s responds.

Nowadays, competitions or talent shows of varying nature are mushrooming on television, such as dancing, singing, modelling, even a cooking show. After the contestants of those competition show their abilities, the judges give them comments. The interesting part of the show is not only about contestants performances, but also the comments delivered by the judges. One of the talent shows which attracts the audience because of the judges’ comments is Masterchef US. It is hard to deny that the judges comments influence the contestants cooking, where they have to give their best food every week. Judges comments could be congratulating, compliments, suggestions, even scrutiny. Based on the phenomena above, the writer is interested to study about the politeness strategy that is used by judges in Masterchef US especially the positive strategies.

In this research, the writer analyzed about positive politeness strategy that is used by judges in Masterchef US competition show. As one of the most watched show in the world, the judges of Masterchef US become are public figure that imitated by the people. Based on the present the judges must show good speaking ability and choosen strategis in their comments. The judges will try to protect, maintain, or even enchance their face in front of the contestants. By commenting and judging the contestant performance, the judges already show FTA. The judges will try to avoid giving offense by recognizing the contestants face but in some ways they know that they will be imposing on them by judging, asking questions or giving comment. Politeness strategy in judges' utterances in Masterchef US Competition Show will be analyzed.

There is an example of judges utterances in Masterchef US Competition Show.

Judge	: What I would have done with that?
Contestant	: A few chocolate pistols running through the center, so you got a little bit more sort of oozing chocolate, make it even more moist.
Judge	: However, 45 minutes. <b>You've produced the goods.</b>
Contestant	: Thank you.

(Season 1 episode 6)

In this situation, the writer highlight the conversation between judges A and a contestant. The conversation takes place in comment section. Judge A deliver his assessment toward the cooking. This strategy is called *give reason*. The judge give critics about contestant food. The contestant can use 45 minutes to make a good food.

Therefore, this research is aimed at investigating the use of the positive politeness strategy in Masterchef US Competition Show. From the data, people know and observe of how the judges and contestant communicate. The writer

believes that this research is interesting to study because it is rare to find a judge is using polite language with contestants. Politeness strategy is the essential element to be investigated in the competition show.

## **1.2 Identification of the Problem**

This thesis focuses on investigating positive politeness strategies that are used by judges in Masterchef US competition show. Therefore, the research question is:

1. What are the types of positive politeness strategies used by the judges in giving comment to the contestants in Masterchef US Competition Show?

## **1.3 Objective of the Study**

In general, this thesis has a purpose to describe the positive politeness strategies that is used by judges to communicate with the contestants in Masterchef US Competition show. In particular, this research is aimed:

1. To find out the types of positive politeness strategies used by judges giving comment to the contestants in Masterchef US Competition Show.

## **1.4 Limitation of the Study**

Research aims at identifying judges utterances to the contestants in Masterchef US Competition Show which contain positive politeness strategy. This analysis is conducted by using politeness theory that is proposed by Brown and Levinson theory (1987, pp. 101-129). As a guidance to determine the context, the writer used theory of context by Yule (1996, p. 60).

## **1.5 Method of the Research**

### 1.5.1 Collecting the data

The data of this research are taken from video sharing website named Youtube, entitled *Masterchef US*. This channel was released on 2010. The data are from top fifteen phase in season 1. These video about a cooking competition show in US. There are three judges on the panel in this video also. In collecting the data, the writer applies Non Participant Observation (NPO), because the writer did not participate in the conversation in this show. Firstly, the writer browsed on the internet to search video of Masterchef US Competition Show. After it has downloaded, the writer watched the video for several times then notes the judges conversation. Then, the writer selected several utterances which are relate to positive politeness strategies. Finally, the writer classified the selected utterances from the speaker that contain positive politeness strategy. The speakers are the judges in this show.

### 1.5.2 Analyzing the data

The data analyzed by referring the positive politeness strategies of Brown and Levinson used by judges in Masterchef US competition show. Positive politeness has fifteen categories: *noticing attend to hearer, exaggerate, hensify interest to hearer, use in group identity markers, seek agreement, avoid disagreement, presuppose/raise/assert common ground, Joke, assert or presuppose speaker knowledge and concern for hearer, offer promise, be optimistic, Include both speaker and hearer in the activity, give (or ask for) reason, assume or assert reciprocity, giving gifts to hearer* based on Brown and Levinson's theory. In analyzing the data, the writer uses referential identity method and distributional method. It means, the method is conducted by

listening (Sudaryanto, 1993). The utterances which contain politeness strategies were analyzed by using the theory of context (Yule, 1996, p. 60).

### **1.5.3 Presenting the result of analysis**

This result of the analysis is presented descriptively. The analysis of data is presented in sequence in accordance with the fifteen positive politeness strategies proposed by Brown and Levinson (1987, pp. 101-129). At the end of the analysis, the writer encloses a table of percentage of positive politeness strategies.

