

CHAPTER I

INTRODUCTION

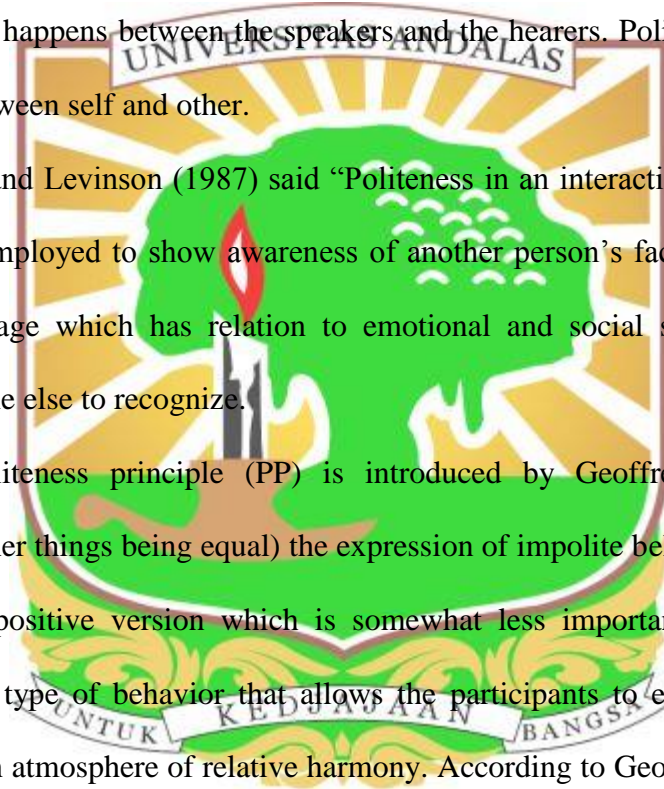
1.1 Background of the Research

Politeness is one of the strategies used in communication. If we are talking about politeness, it includes how the tone, our manner, what words that we use and how our partner's face when we talk to them. When we use politeness, a good communication happens between the speakers and the hearers. Politeness concerns a relationship between self and other.

Brown and Levinson (1987) said "Politeness in an interaction can be defined as the means employed to show awareness of another person's face". Everyone has self-publish image which has relation to emotional and social sense of self and expects everyone else to recognize.

The politeness principle (PP) is introduced by Geoffrey Leech. PP is minimizing (other things being equal) the expression of impolite beliefs and there is a corresponding positive version which is somewhat less important. Leech defines politeness as a type of behavior that allows the participants to engage in a social interaction in an atmosphere of relative harmony. According to Geoffrey Leech, there is a politeness principle with conversational maxims similar to those formulated by Paul Grice. They are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim.

In this research, the writer focuses on how participants used six maxims of politeness principles on *Michael Jackson's live interview with Oprah Winfrey*.



Michael Joseph Jackson was an American singer, songwriter, record producer, dancer and actor. Michael Jackson epitomized the era of pop in the 70s, 80s and 90s, earning himself the title the King of Pop. He called as the king of pop, his contributions to music and dance. He remained a global icon until his untimely death in 2009. Meanwhile, Oprah Winfrey is an American media proprietor, talk show host, actress, producer and philanthropist. She was an America's first lady of talk shows.

On February 10, 1993, Michael Jackson sat down with Oprah Winfrey for a live interview at his Neverland Ranch. This was a big impact at the time for Winfrey, as Jackson had not done an interview in 14 years. The writer chooses this interview video as data because it paid off the interview drew 90 million viewers. While the interview predated the allegations of child sexual abuse that would forever change the public's perception of him, he opened up about questions that had plagued his career up in till that point. To give a clear understanding, this can be viewed in the example below:

The conversation between Oprah Winfrey and Michael Jackson.

Oprah : So he was a big mentor for you?

Michael : ***Phenomenal, phenomenal.***

The setting of this conversation is at Michael Jackson's living room. Michael Jackson considers if James Brown is one of his big mentors in music world and gives a big influence to his career. He learns everything from James Brown, especially the dance. Michael Jackson's utterance "*Phenomenal, phenomenal*" is included in approbation maxim, which a speaker minimizes the expression of beliefs which

express dispraise of other, maximizes the expression of beliefs which express praise of other.

In this interview, the writer analyzes the conversation between Oprah Winfrey as interrogator and Michael Jackson as informant, then makes the review what politeness principles mostly used there. This is a long live interview and many questions. The writer group them based on the maxim. Politeness principles proposed as a way of explaining how politeness operates in conversational exchanges. In conducting the research the writer will take the data from YouTube, with the keyword “*Michael Jackson’s live interview with Oprah Winfrey*”. Therefore, the title of this research is “*Politeness principles used in Michael Jackson’s live interview with Oprah Winfrey*”.

1.2 Research Question

This research is conducted to answer these questions:

1. What are the maxims of politeness used in *Michael Jackson’s live interview with Oprah Winfrey*?
2. What maxim is most frequently used in *Michael Jackson’s live interview with Oprah Winfrey*?

1.3 Objectives of the Study

This research is generally aimed at observing the politeness principles that used in *Michael Jackson’s live interview with Oprah Winfrey*. In specific, it is aimed at identifying and describing;

1. The maxims are used by participants in *Michael Jackson’s live interview with Oprah Winfrey*.

2. Group the utterances based on the frequency of maxims that exists in *Michael Jackson's live interview with Oprah Winfrey*.

1.4 Scope of the Study

In this research, the writer analyzes the conversations between Oprah Winfrey and Michael Jackson which focusing on the politeness principles, Leech's maxim, which are their used and most widely used. The data of this research are taken from interview video with the title *Michael Jackson's live interview with Oprah Winfrey*. In analyzing the data, the writer used the theory of politeness principles proposed by Geoffrey Leech (1983).

1.5 Method of the Study

In the research, the writer uses three steps which are proposed by Sudaryanto (1998:57). They are; first step is collecting data, second is analyzing data, and third is presenting the result of the analysis. The steps are explained below.

Firstly, collecting data. The writer collects the data that are taken from YouTube <https://www.youtube.com/watch?v=BbItFJJPPmA> and the data taken from the conversation of the participants. The writer chooses this interview video as the source of the data because there are many politeness principles, Leech's maxims, which are found in conversation used by Oprah Winfrey and Michael Jackson as participants. The research of this interview video is conducted to find out what maxims of politeness are used by participants in *Michael Jackson's live interview*

with Oprah Winfrey and what maxims that are most widely used there.. The data that will be used by the writer is an interview video with the title *Michael Jackson's live interview with Oprah Winfrey*. The writer takes the data by watching the video and makes the list of the maxims that exist. The data are collected by using observational method proposed by Sudaryanto (1993:133). The method for collecting the data is note taking technique (Sudaryanto, 1998:3) because this research is not a field research, therefore it can't be used non participant's technique.

Second is analyzing the data, the writer uses pragmatic identity method, because the maxims of politeness in those data are determined by the context or situation. According to Leech, politeness principles is minimizing (other things being equal) the expression of impolite beliefs and there is a corresponding positive version which is somewhat less important. The analyzing data focuses on six of Leech's maxims that are found in the interview video.

The last is presenting the result of analysis. The writer presents it by using informal and formal method (Sudaryanto 1993:145). By formal method, the data will be presented in written form, and by informal method, the data will be presented in the form of verbal language.

