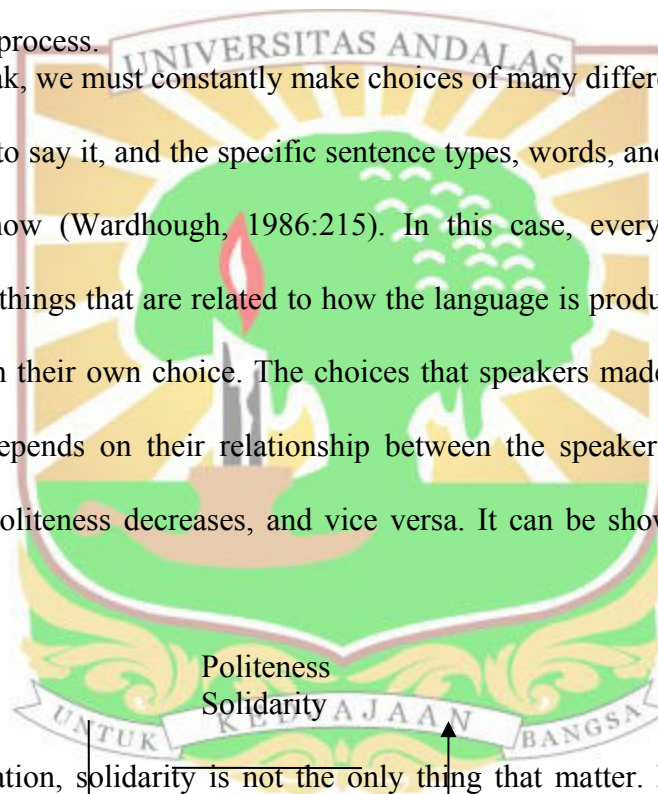


CHAPTER I INTRODUCTION

1.1 Background of the Study

In all human activities, language plays an important role to communicate with each other. Through language, people can express their ideas, feelings, and thoughts orally. It is used as the medium of communication. By using language, people can also share their knowledge, transfer their ideas, and give information to each other. In other words, language is used in social life as the social interaction process.

When we speak, we must constantly make choices of many different kinds: what we want to say, how we want to say it, and the specific sentence types, words, and sounds that best unite the what with the how (Wardhough, 1986:215). In this case, every word, sentence, tone, intonation, and other things that are related to how the language is produced will come out from the speakers based on their own choice. The choices that speakers made usually depend on the addressees. It also depends on their relationship between the speaker and the addressee. As solidarity increases politeness decreases, and vice versa. It can be shown from the illustration below.



In communication, solidarity is not the only thing that matter. Recognizing someone's wants or desires are also things that should be considered. By recognizing someone's wants or desires, a person can communicate and behave successfully with others. This consideration is related to politeness. Hence, being polite becomes an integral part in interactions.

According to Brown and Levinson (1987), politeness is universals. This means that politeness is always attached in every conversation or interaction between human in their social life. They claimed that politeness occurred based on the concept that everyone has public self-

image. This sense of self-image is referred to a 'face'. Yule reinforced that within their everyday social interactions, people generally behave as if their expectations concerning their public self-image or their face wants (1996:61). During the interaction, this face can also be threatened with or without the other's intention. This threat is called as FTAs (Face Threatening Acts). Therefore, everyone will try to protect, enhance, or maintain their face during the interaction.

Since face is important for everyone, Brown and Levinson proposed some strategies to deal with FTAs. This strategy is called as politeness strategy. They are **bald on record**: the strategy that function to utter openly or straight forward, **positive politeness**: the strategy to recognize or redress the hearer's face to be respected and have the same wants or desires, **negative politeness**: the strategy that function to recognize or redress the hearer's face to be not imposed upon, and **off record**: the strategy that function to avoid responsibility on doing FTA by uttering the speech ambiguously. Each strategy can be used to save someone's face towards another based on the occurring situation.

Based on the phenomenon above, the writer is interested in doing research about negative politeness strategy that is used by judges in American Idol Talent Show Audition. As the biggest talent show in the world, American Idol judges' are also famous public figures. As a public figure, face is the most important thing for them. The judges will try to protect, maintain, or even enhance their face in front of the camera. By commenting and judging the contestants' performance, the judges already performed an FTA. Since FTA is present, the judges who are public figures 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. In this case, the judges will perform negative politeness strategy to the contestants. Therefore, this paper will be focused on analysing negative politeness strategy as used by judges in American Idol Talent Show Audition.

Negative politeness strategy occurs in conversation below as one of the examples of judges' utterances in American Idol Talent Show Audition.

Contestant : *Really?*

Randy : ***We're sorry but** it's just we're trying to find the best. That was so far and away from it.*

The conversation above happened in an audition room. The contestant's name is Jessica Rhode, she is 21 years old. She entered American Idol because she thinks that she can sing well. Turned out, her performance was not good as she thought. She couldn't believe that all the judges turned her down by asking again about the judges' decision. Randy is one of the judges on the panel. He also thought that Jessica is not good enough to enter the competition. Randy's thoughts can be seen from his utterance '*That was so far and away from it*'.

In this case, Randy used negative politeness strategy to tell the contestant that she was not good enough to go through to the next round. Randy's utterance contains apology, which means he wants to imply that it is not his wish to impose on Jessica but some people in general that this disposition must be made. '*We're sorry but*' shows that it is not only Randy who rejects the contestant. As a judge, who has power distance, Randy tried to anticipate damaging face loss of the contestant by apologizing to her. By doing this strategy, Randy can show respect to the contestant, avoid potential face loss of the contestant and show appreciation to the contestant in return of the Face Threatening Act he did.

1.2 Identification of the Problem

This research focuses on investigating the negative politeness strategy that is used by judges in American Idol Talent Show Audition. Therefore, the writer concerns with:

1. What are the negative politeness strategies used by judges to communicate with the contestants in American Idol Talent Show Audition?
2. What is the typical of negative politeness strategy that uttered by judges in American Idol Talent Show Audition?

1.3 Objectives of the Study

In general, this research has purpose to describe the negative politeness strategy that is used by judges to communicate with the contestants in American Idol Talent Show Audition. In particular, this research is aimed:

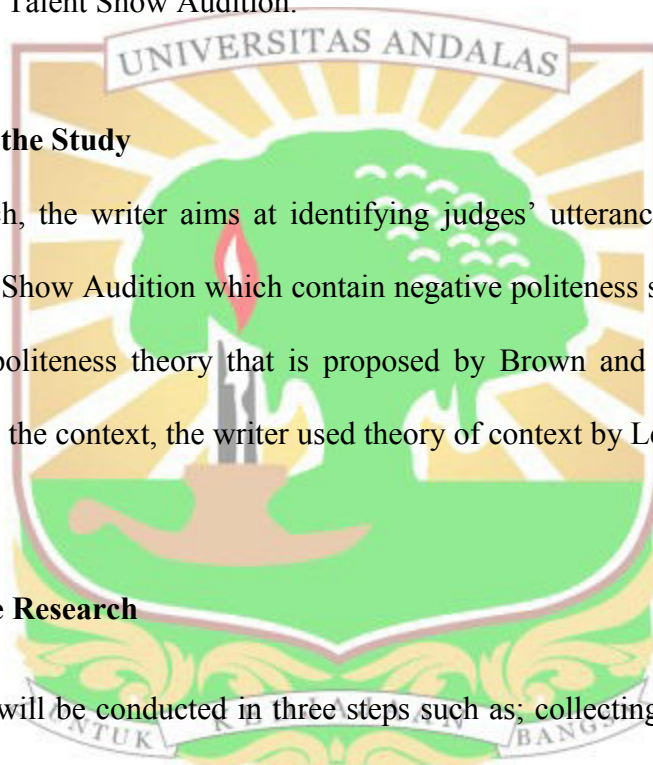
1. To find out the negative politeness strategies used by judges to communicate with the contestants in American Idol Talent Show Audition.
2. To find out the typical of negative politeness strategy that uttered by judges in American Idol Talent Show Audition.

1.4 Limitation of the Study

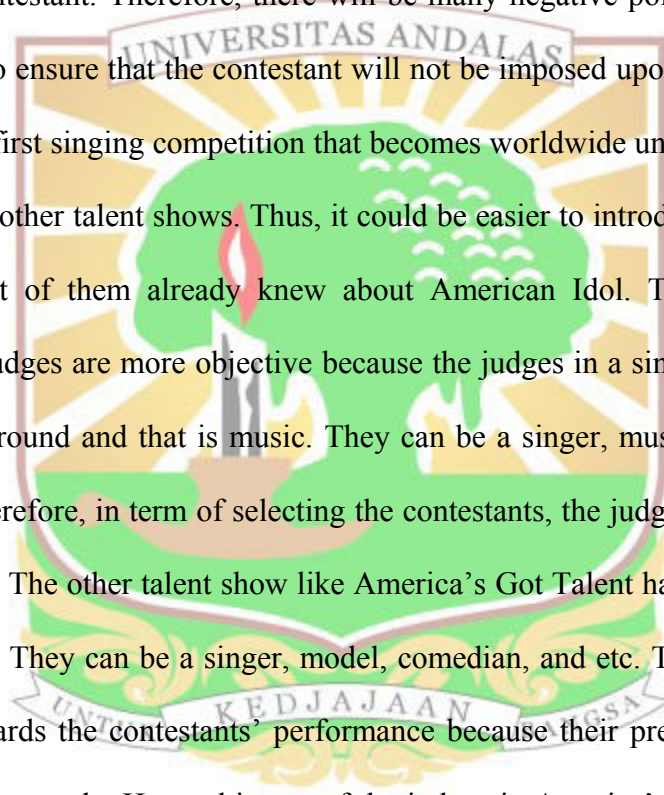
In this research, the writer aims at identifying judges' utterances to the contestants in American Idol Talent Show Audition which contain negative politeness strategy. This analysis is conducted by using politeness theory that is proposed by Brown and Levinson (1987). As a guidance to determine the context, the writer used theory of context by Leech (1983).

1.5 Method of the Research

This research will be conducted in three steps such as; collecting the data, analysing the data, and presenting the result of analysis (Sudaryanto, 1993:50). The data source of this research was taken from video in *YouTube* entitled American Idol Talent Show Audition Season 6. There are 3 episodes in this season and the writer chose the episode one as the source of the data. The duration of the video is about 1:21:46. This video is about an audition of American Idol Season 6 (January 16th, 2007) in Minneapolis and Minnesota. There are also 4 judges on the panel in this video. They are Simon Cowell, Paula Abdul, Randy Jackson, and Jewel. Those judges will determine which contestants can go through to the Hollywood.



There are several reasons why the writer chose this video as the source of the data. First of all, the video was chosen because it contains many negative politeness strategies and many various kinds of negative politeness strategy. As the public figures, judges will maintain their image in front of the camera which means they will do a lot of politeness strategies to interact with the contestants. As the judges, they have to ask questions, give comments, and decide whether the contestants can go through to the next round or not. These actions will put imposition on the contestant. Therefore, there will be many negative politeness strategies come out from the judges to ensure that the contestant will not be imposed upon. The second reason is American Idol is the first singing competition that becomes worldwide until today. It is known as a precursor for many other talent shows. Thus, it could be easier to introduce this research to the readers because most of them already knew about American Idol. The third reason is the utterances from the judges are more objective because the judges in a singing competition come from the same background and that is music. They can be a singer, music producer, rapper, or even song writer. Therefore, in term of selecting the contestants, the judges will decide based on their singing abilities. The other talent show like America's Got Talent has different judges from different background. They can be a singer, model, comedian, and etc. Therefore, their reaction will be different towards the contestants' performance because their preferences vary and it is more subjective. For example, Howard is one of the judges in America's Got Talent and he is a radio talk show host, he will prefer the acts related to conversation such as a stand-up comedy rather than juggling. Since, the judges' preferences will affect their utterances towards the contestants; the writer assures that their preferences are more uniformed by choosing American Idol. The fourth reason is the contestants are more varied in this season (season 6). American Idol was popular with its pop singers. Since Chris Daughtry's appearance on the previous season,



who sang a song with rock genre and made it until American Idol final stage, this led more contestants from other genre to join in. Therefore, the utterances and reactions from judges will be more varied too. The last reason why the writer chose this video for this research because in this video there are 2 males and 2 females judges. The writer wants to assure that the utterances from the judges are fair which means it is not affected by gender. The rest episodes in American Idol season 6 like episode two has 3 judges with 2 males and 1 female. Based on those reasons the writer chose American Idol Talent Show Audition Season 6, episode one video as the source of the data.

In collecting the data, the writer used non-participatory observational method by Sudaryanto (1993:133), in which the writer does not get involved in the conversation process. Following this method, there are several steps in collecting the data. The first step is downloading the video from *YouTube*. The second step is the writer watched it on the computer for several times. The writer also listened carefully to the conversation between judges and the contestants. The next step is transcribing the utterances orthographically. In this step, the writer gets some help from an English native speaker since the writer is not a native speaker of the target language. The last step is collecting the utterances that contain negative politeness strategy.

In analysing the data, the writer uses pragmatic identity method proposed by Sudaryanto (1993). He claimed that pragmatic identity method is a method of analysing the data that needs supportive element called context. In this case the writer will use theory of context proposed by Leech (1983:13) as guidance to determine the meaning of the judges' utterances. To complete the research, the writer will analyse negative politeness strategy that is used by judges using Brown and Levinson (1987) theory of politeness strategy.

In presenting the result of analysis, the writer applied both of formal and informal method by Sudaryanto (1993:145). It will be presented by using table in formal method. Then finally explain it by using verbal language based on research question.

