

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Politeness is an interaction that having or showing our awareness in a good manner to someone. Yule (1996, p.60) stated that the equivalent of awareness to another social class is often mentioned in terms of friendliness, camaraderie, and solidarity. People try to put their social status in the lowest part and try to build a sense of solidarity by revealing awareness in communication. According to Brown, a matter of taking into the feeling to others by behaving in a manner that demonstrates appropriate to social relationship and social status it called politeness (2015, p.1)

In other words, the speaker gives more attention to the hearer as a way to show a good manner in communication. People who are in high social class prefer to talk with those who are in the same class with them and treat them equally in the interaction. However, some people in the middle class can be more polite when they communicate with other people who come from a lower social class. The speaker should treat the interlocutor properly by demonstrating their feeling during communication.

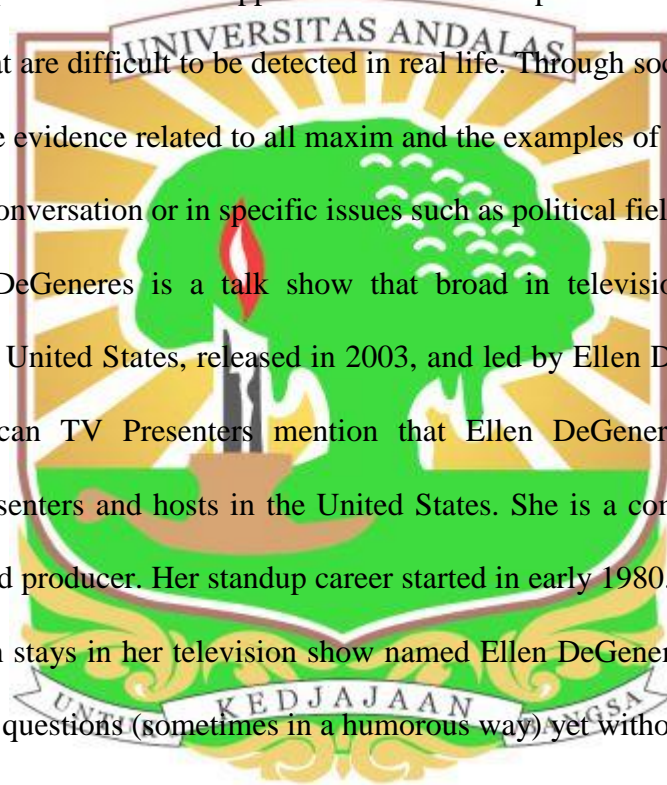
According to Leech (1983, p.34), politeness principle is a series of maxims. The politeness principle proposes the way people of explaining how politeness operates in conversational exchanges. There are six types of maxims in politeness principle; Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim,

Agreement Maxim, and Sympathy Maxim, with its function as follows; Informational Function, Directive Function, Expressive Function, Aesthetic Function, Phatic Function.

The use of maxims can be found in social media. Since many people nowadays keep posting and sharing information on social media, other people will be able to see the phenomena that happen in the world. People can find several facts in social media that are difficult to be detected in real life. Through social media, people can also find the evidence related to all maxim and the examples of the use of maxim, either in daily conversation or in specific issues such as political fields.

Ellen DeGeneres is a talk show that broad in television. This show is produced in the United States, released in 2003, and led by Ellen DeGeneres herself. Famous American TV Presenters mention that Ellen DeGeneres is one of an outstanding presenters and hosts in the United States. She is a comedian, television host, actress, and producer. Her standup career started in early 1980. Then, from 2003 until now, Ellen stays in her television show named Ellen DeGeneres Show or Ellen Show. She asks questions (sometimes in a humorous way) yet without being impolite. She still concerns her attitude and manner of making communication with someone. In entertainment, the way people treat someone in his or her television show reflects the manner in communication and interaction, such as their choice of words, the way they give praise and in greeting.

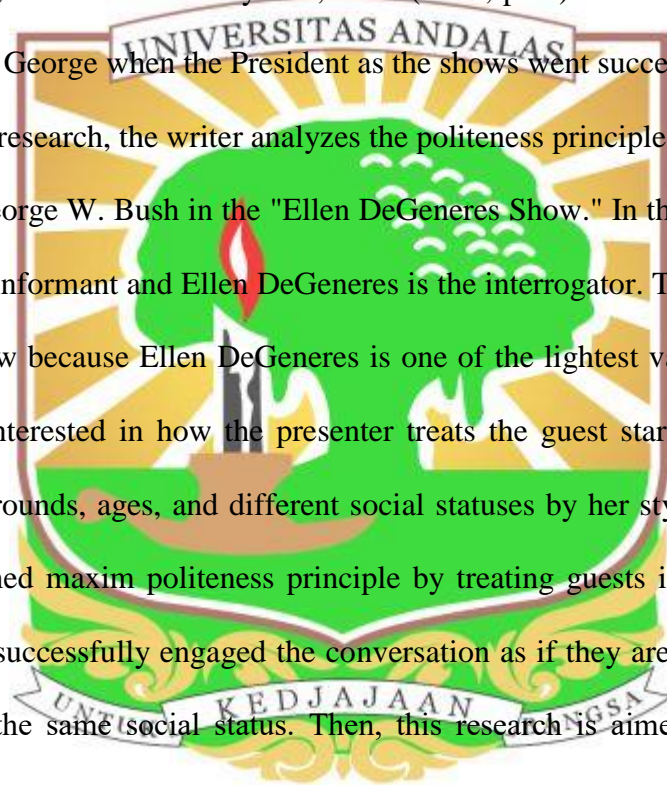
Ellen DeGeneres show talks about entertainment, quizzical, standup comedy, music, and many other topics. This talk show often invites some influencers or



celebrities in the United States. However, the guest could be all people in the world who are getting viral on the internet so they can share their life experience. At this time, Ellen DeGeneres has already been shown in thirteen seasons.

Ellen DeGeneres Show also talks about politics in several seasons. According to George, George White Bush is a former president of the United States on January 20th, 2001 until January 20th, 2009 (2001, p.18). Ellen looks enjoy when interacting with George when the President as the shows went successful.

In this research, the writer analyzes the politeness principle that Ellen used in interviewing George W. Bush in the "Ellen DeGeneres Show." In this season, George W. Bush is the informant and Ellen DeGeneres is the interrogator. The writer chooses this variety show because Ellen DeGeneres is one of the lightest variety shows. The writer is also interested in how the presenter treats the guest star that comes from different backgrounds, ages, and different social statuses by her style. The presenter already performed maxim politeness principle by treating guests in well mannered. The presenters successfully engaged the conversation as if they are in the same ages or come from the same social status. Then, this research is aimed to find Ellen's Intention in interviewing George W. Bush. Meanwhile, the reason why the writer chooses George W. Bush as the informant is their social status that George W. Bush holds as the former president of the United States, and therefore would always be noticed by other people around the world.



Here is an example of the conversation between Ellen DeGeneres with George W Bush in Ellen Show Variety Show.

Ellen: **“I’m so excited** to have you here are you as excited as I am to be here”

George: “yeahh... yeahh no, I am up people don’t know this, but my daughter Jenna, and your good buddies”

Ellen: **“yes, we are”**

In this conversation, George explains that his daughter and Ellen are good buddies, Ellen responses that she agrees with George's sentence. Ellen as the speaker said, *“yes, we are”* to show that she is agreed with George’s statement. George then continues by telling that his attitude toward someone depends on people's attitudes toward that person.

From the conversation above, the sentences that are italicized and bold are *“yes we are.”* After reading and analyzing that sentence, the writer classified this sentence into Agreement Maxims. This Maxim is when the speaker minimizes the expression of disagreement between self and other, then maximizes the expression of the agreement between self and other. From the explanation of Agreement maxims, it is safe to conclude that *“yes we are”* means that Ellen agrees with George's statement.

Ellen’s intention of the conversation above can be seen when Ellen agreed and said, *“Yes, we are.”* In this context, the intention of this sentence is showing the speaker’s feelings. It shows that Ellen is happy when George praises her as a good buddy as his daughters. During the interview, George mentions that his attitudes

depend on other people's attitudes toward that person, whether someone is considered as a good buddy to other or not. Thus, the writer classified “*Yes, we are*” into Expressive Function in communication that is used to express the feelings and the attitudes of the speakers.

1.2 Research Question

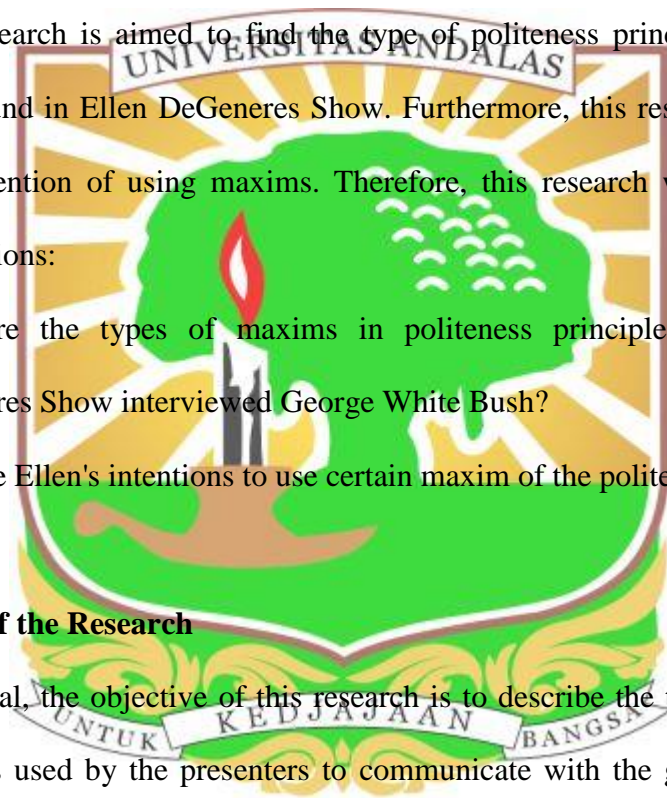
This research is aimed to find the type of politeness principle used by the presenter as found in Ellen DeGeneres Show. Furthermore, this research would also analyze the intention of using maxims. Therefore, this research will answer these following questions:

1. What are the types of maxims in politeness principle found in Ellen DeGeneres Show interviewed George White Bush?
2. What are Ellen's intentions to use certain maxim of the politeness principle?

1.3 Objective of the Research

In general, the objective of this research is to describe the type of politeness principle that is used by the presenters to communicate with the guest's star in the Ellen DeGeneres Show Variety Show. In particular, this research is aimed to:

1. Identify the types of maxims of politeness principle found in Ellen DeGeneres Show when interviewing George White Bush
2. Explain Ellen’s intention of using maxim as politeness principle in Ellen DeGeneres Show when interviewing George White Bush



1.4 Scope of the Research

This research spotlights on identifying the types of maxims of politeness principle that Ellen used and her intentions of using Maxim of politeness principle in interviewing George White Bush. The conversation is taken from an interview video that was uploaded in Ellen DeGeneres series on www.ellentube.com. In analyzing the data, the writer uses the theory of politeness principle by Geoffrey Leech theory (1983).

1.5 Method of the Research

In conducting research, data is very important. Lehman (2004, p.5) claimed that data is a form of way to gather information, to proceed to the next stage in linguistic methodology. The first step to run this research is collecting the data. The data of this research are Ellen's speech that contains of using maxim in Politeness Principle when interviewing George White Bush.

Mcenery (2012, p.37) stated mostly the source of data used in contemporary quantitative research is the internet. People may get any information in the world on the internet. People upload any situation and condition that happen in their country on the internet by using videos or paper articles forms. After that, other people from different countries can download that video and paper article. By that, people may found a lot of information on the internet. In this research, the source of the data is the videos retrieved from www.ellentube.com. The videos are downloaded in high quality. The reason why the writer chose Ellen DeGeneres videos as the source of the



data is because Ellen DeGeneres is one of the famous presenters and hosts in the United States (The Famous People). Then Ellen already started her careers since 1980 until now. Her experience in entertainment especially as a presenter has already proven. This research only focuses on the interview where George White Bush as the informant. The writer is interested in how Ellen interview George in her interviewed since George is people who are always be noticed by other people around the world.

In collecting the data, the writer used the observational method and non-participant observational technique. The technique is purposed by Sudaryanto (1988). It means the writer observed the data without being involved in a source of the data. There are some steps in collecting the data. Firstly, the writer connected the computer to an internet connection. Then, the writer search Ellen DeGeneres Show at www.ellentube.com. In Ellen's sites, the writer looking for a video interview between Ellen and George. After finding the video, the writer downloads the video with high quality. After downloading the videos, the writer watched them several times and transcribed the video into a written form. Then, the writer identifies several utterances related to types of a maxim and the intention of its use. In the end, the writer classifies the utterance that refers to the types of the maxim and the types of the intention used by the presenter.

In analyzing the data, the writer used the pragmatic identity method. It means the data was analyzed by relating them with the theory and the contexts. The data are analyzed by employing Leech's (1983) theory on the maxim of the politeness principle and the intention of its use. Accordingly, the politeness principle has six

categories as follows: Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim. The function of language has five types, such as Informational function, Expressive function, Directive function, Aesthetic function, and Phatic function.

The result of the data analysis presented in table percentage. In that table percentage, the writer calculates the percentages by dividing the data by all the amount of data available and multiply one hundred percent of the use of each maxim. The writer calculates the percentages of data by dividing the data by all the amount of data available and multiply one hundred percent of the use of each intention. Then, it describes the data in sentences that can easy to understand.

1.6 Definition of Key Terms

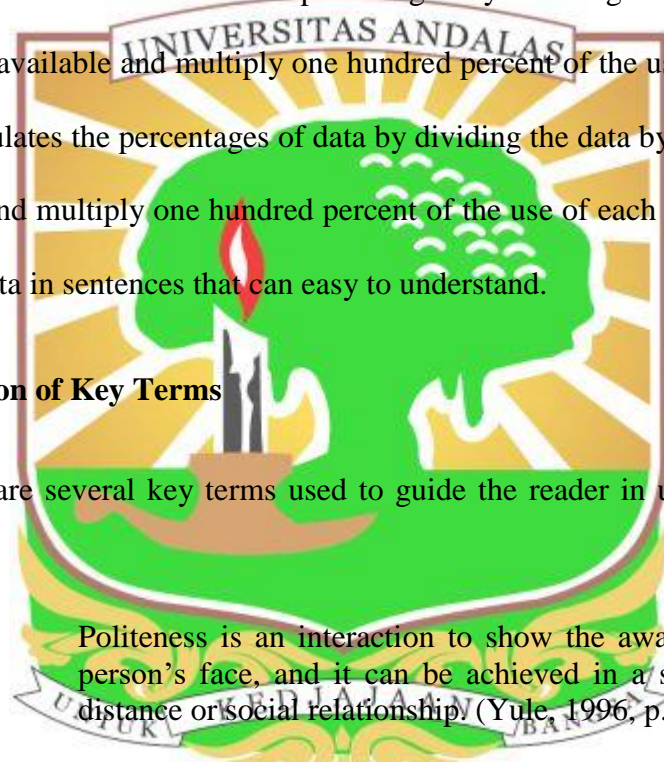
There are several key terms used to guide the reader in understanding this research.

Politeness Politeness is an interaction to show the awareness of another person's face, and it can be achieved in a situation of social distance or social relationship. (Yule, 1996, p.60)

Politeness Principle Politeness principle as one of the elementary pragmatic principles that observe when communicates in language. (Leech, 1983, p.128)

Maxim Maxim is a pithy expression of an elementary [moral](#) rule or principle, whereas considered as [objective](#) or [subjective](#) dependent on one's [philosophy](#). (Penelope Brown, 2015, p.326)

Intention Intention represents the active use of language for a specific purpose. (Leech, 1974, p.40)



Presenters

Presenters is a person who receives or entertains other people as guests.
(Merriam Webster Dictionary)

Ellen Show

Ellen show is television program that talks over about entertainment talk show and investigated people who are getting viral on the internet. The talk show is inviting influencers or famous celebrities in the United States.
(EllenTube).

