CHAPTER I

INTRODUCTION

1.1. Background of the Study

Politeness is having or showing our interaction in a good manners to someone. Politeness is one of the strategies used to avoid conflict in communication. According to Leech (in Watts, 2003, p.50) state that politeness as strategic conflict avoidance. It is required since conflict often occur in communication. Misunderstanding and miscommunication are regarded as conflicts in communication. So, people need to apply strategy to avoid the misunderstanding and to conduct a good conversation. Strategy is the term in which people can be seen to be doing something before doing or in order to do something (Brown and Levinson, 1987, p. 8). These strategies are also known as politeness strategies.

When people try to be polite, it means that they try to show their respect. Politeness differs in every culture and place. We can see the differences between Western Culture and Eastern Culture. Something which is regarded as polite in one place could be impolite in another place. So, one of the cultures that should be learned is about politeness. Brown and Levinson (1987) stated that the aim of politeness strategies is that we change our language based on the hearer and thus our strategies for compliance gaining change depending on the audience.

The speaker must consider the values and social norms which exist around her in order to conduct an effective communication. The values and social norms determine whether what the speaker says is polite or not. In communication,

requesting is one of the important in delivering message. When someone wants to request something to another, she must use a strategy which does not threaten the hearer and affects the refusal for her request. This explanation is supported by the example below:

(1) Harvey : What are you selling?
Ariana : Well, the books in the charm line which you can see right there.
Harvey : A charm line? Umm, you said that you wrote a song for your Mommy?
Ariana : Yes
Harvey : *Oh, won't you sing it for me?*

The politeness strategies used by the speaker vary in some ways. The example above is taken from *Little Big Shots* talk show with Harvey as the host and Ariana as the guest. While they talked about Ariana's online store, Harvey asked Ariana about a song that Ariana made for her Mom. Harvey asked her to sing that song by asking *"oh, won't you sing it for me?"*. In this occasion, Harvey is actually hopes his guest to sing a song. Harvey uses certain strategy of politeness to ask his request to his guest which she is a kid. It is seen that Harvey uses language that usually use to persuade the children instead of force her to sing. The way Harvey utters his request to his guest is considered as a strategy. Harvey used this strategy because he doubt about Ariana's response.

Teacher : Your painting is so good
Ariana : *Thank you, Mam*
Harvey : How are you?
Ariana : I'm good

The way of Jane responds teacher's statement is also considered as a strategy of politeness. It appears in the utterance *"...thank you, Mam"* which shows the use

of 'Mam' as an address form by Jane to her teacher. Thus, what the politeness strategies used among the participants in *Little Big Shots* talk show is very interesting to analyze.

The writer is interested to analyze Politeness Strategies used by the host and the guests star in *Little Big Shots* Talk show. *Little Big Shots* is an American television series, produced by Steven Harvey and Ellen DeGeneres, with Steve Harvey as the host. The series was ordered by NBC in May 2015 from eight episodes for the first season. Related to the research, talk show of *Little Big Shots* shows the application of politeness strategy which used for asking questions and answering questions directly between Steve Harvey and his guests star. Broderick Stephen Harvey or Steve Harvey was born on January 17, 1957. He is an American comedian, television host, actor, and author.

The writer analyzes three videos about Steve Hervey interviews kids. They are Ariana who is a six-years-old author. Her name is Ariana Jalia, at the age of four, Ariana became one of the world's youngest author's with her premiere release, Mommy B and ME. The second guest is Faulkner who is a 13-year-old-hot dog salesman, his name is Jaequan Faulkner, has been running a successful hot dog stand with the help of his uncle. The last one is Austin, who is feeding the homeless while his age still 4 years old. His name is Austin Perine, he feeds the city's hungry and homeless while he is still young. The reason why the writer choose Little Big Shots talk show because the writer interested in the way the host (Steve Harvey) interviews the guests. Steve Harvey usually makes some jokes when he is on the stage. So, the guests and the audience will enjoy it at that

moment. The reason why the writer chooses kids as the guests star because the kids are still innocent, so the writer wants to know how their attitude in responding to the questions, whether polite or not. So, in this research, the writer analyzes politeness strategies used among the participants in three videos of *Little Big Shots* talk show.

1.2. Research Question

This research is aimed to find the type of politeness strategies used by the host and the guests star as found in Little Big Shots talk show. Furthermore, this research would also analyze the dominants politeness strategy used in the conversation of Little Big Shots talk show. Therefore, this research will answer these following question:

1. What are the types of Politeness Strategies and dominants of politeness strategy used in the *Little Big Shots* talk show with kids as the guests star?

1.3. Objective of the Research

In general, this research is aimed to analyze the politeness strategies used in the conversation in the talk show. The writer applies some related linguistic theories on politeness strategy and compliment strategies on the data. Moreover, this research has the objectives of the study, to find out the types of the politeness strategies used in *Little Big Shots* Talk show and to analyzes the dominants politeness strategy used in the conver sation of *Little Big Shot* talk show.

1.4.   Scope of the Research

The research is focused on analyzing politeness strategies used in *Little Big Shots* Talk show. In this research, the writer analyze the conversations among people in the talk show. The writer uses Brown and Levinson's theory of politeness. The limitation of the study is the use of the politeness strategies used in *Little Big Shots* Talk show. By analyzing the interaction between host and the guests, the types of politeness strategies and the dominant type of politeness strategy can be figured out.

1.5.1   Methods of the Research

Data is very important in conducting a research. The first step to run this research is collecting the data. The data of this research is the utterances of the participants in the *Little Big Shots* talk show that contains politeness strategies. According to Mcenery (2012, p. 37), mostly source of data used in contemporary quantitative research is the internet. People may get and upload any information, situation and condition that happen in their country on internet by using video or paper articles forms. So, others people which from different country can read and download that articles and video and found a lot of information on internet. In this research, the source of the data is the videos retrieved from https://www.youtube.com/ . These videos are downloaded in the high quality. The reason why the writer chose *Little Big Shots* talk show as the source of data is because Steve Harvey as the host of *Little Big Shots* talk show is one of the

famous presenters and hosts in the United States. Steve Harvey usually makes some jokes when he is on the stage. So, the guests and the audience will enjoy it at that moment. This research only focuses on the interview between Harvey and his guests where three kids as the guest. The writer is interested about how Harvey interviews the kids as the guest since as we know that the kids are still innocent, so the writer wants to know how their attitude in responding to the questions, whether polite or not.

There are some steps in collecting the data. Firstly, the writer connected the computer to an internet connection. Then, the writer search *Little Big Shots* talk show at www.youtube.com. In *Little Big Shots* channel, the writer looking for a video interview between Harvey and three kids (Ariana, Austin, and Faulkner). The kids are not come at the same time, they are invited in different time and different episodes. In other word, three kids that the writer chose are not invited at the same times. After finding the video, the writer downloads the video with high quality, and the duration of the video is around 12 minutes. After downloading the videos, the writer watched them several times and identifies several utterances related to types of politeness strategies which are used by the host (Harvey) and three kids (Ariana, Austin, Faulkner) as the guests. The writer collects the data from the beginning until the end of interview. At the end, the writer classifies the utterance that refers to the types of politeness strategies used by the host and the guests, and then the dominants of politeness strategies can be figure out.

To analyzes the data, the writer uses Brown and Levinson's theory (1987) of politeness strategies because this theory provides good explanation in understanding politeness. The writer use pragmatic identity method to analyze the data. Accordingly, the politeness strategies have four type strategies (bald on record, positive politeness, negative politeness, or off record).

The results of data analysis is describes the data in sentences and then presented in the table percentage. In the 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 strategies.