

CHAPTER I

INTRODUCTION

1.1 Background of the Research


In conversation, people use different styles and ways of sending their thoughts and opinions. Some people will pay attention to their language and choose their words wisely because they expect their conversation can go well. On the contrary, some of them are careless with their choice of word and pay less attention to the language they use that causes inconvenient situations between the speaker and the interlocutor. This is categorized as impoliteness.

Culpeper (2003) defines impoliteness as communicative strategies that are designed to attack face, and thereby cause social conflict and disharmony. According to Watts (2003), impoliteness is appropriate behavior and negative mark in particular social and interactional contexts perceived by participants. Mills (2005) defines impoliteness as any linguistic behavior that is intended to threaten the hearer's face or social identity.

Impoliteness phenomena do not only occur in daily interaction, but it also can be found in another interaction such as talk show. Talk show is a type of television or radio program in the form of a conversation among the host and the guest. One of them, which indicates impoliteness strategies, is *Dr. Phil* talk show.. This talk show is hosted by a psychologist named Phil McGraw. *Dr. Phil* talk show uses the power of television to tell compelling taboo issues about the personal lives of real people such as a family problem or mental illness.

In this research, impoliteness strategies are found in the interaction between Phil McGraw and the guests in *Dr. Phil* talk show, taken from *Dr. Phil's* official YouTube Channel. Teenage problems are the most-watched episodes, so the writer is interested in focusing on the interviews between Phil McGraw and the guest that is categorized as a teenager.

The example of Impoliteness strategies that found in *Dr. Phil* talk show:

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- Phil McGraw : So, you shove a fish sandwich in your mother's mouth?
Cherylyn : I threw a pizza at her to (laugh).
Phil McGraw : Tell me how that's flattering to you!
Cherylyn : I mean she should ate faster.
Phil McGraw : It's eating, not ate. **Did you sell your fifth-grade grammar book?**
Cherylyn : Hmm (laugh).

This conversation occurs between Phil and a 16-year-old girl named Cherylyn. She thought she was the most luxurious teenager in the world. In the conversation above, Phil asks if she abuses her mother by putting a fish sandwich in her mother's mouth. She laughed and proudly answered that she also threw a pizza to her mother. She wanted her mother to eat faster. And then Phil corrected the grammar from Danielle's words by saying, **"It's eating, not ate. Did you sell your fifth-grade grammar book?"**.

It can be seen this utterance contains a satire meaning. Phil did not mean to ask if Cherylyn had sold her grammar book, but it was intended to mention the grammar mistakes made by Cherylyn in her utterance. Phil's utterance can be categorized as Sarcasm or mock politeness.

This talk show gets many comments from society, including psychologists.

They have criticized Phil McGraw's methods of treatment and advice. They stated his tactics to produce his show as unethical and incredibly irresponsible. Some societies judge that his ways weren't always practical, even though Phil McGraw managed to help a lot of his guests. Moreover, Dr. Phil has topped all other syndicated daytime talk shows for the last seven years. This talk show also won five PRISM Awards and received 29 Emmy nominations. Furthermore, Phil McGraw is ranked as one among the top 5 highest-earning celebrities in the world by Forbes.

The above reason becomes a concern to the writer in doing research related to the impoliteness. The title is *Impoliteness Strategies Found in Dr. Phil Talk Show*.

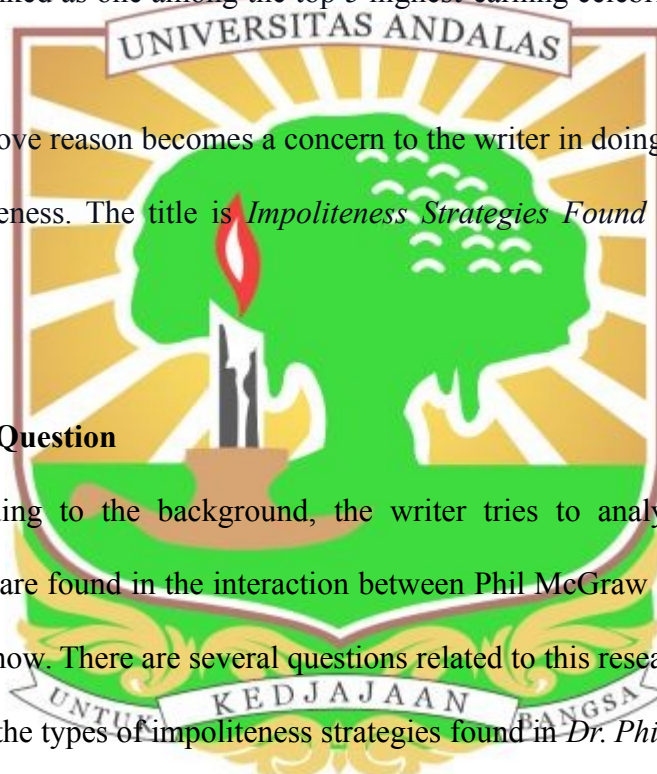
1.2 Research Question

According to the background, the writer tries to analyze impoliteness strategies that are found in the interaction between Phil McGraw and the guests in *Dr. Phil* talk show. There are several questions related to this research as:

1. What are the types of impoliteness strategies found in *Dr. Phil* talk show?
2. What are the functions of the impoliteness strategies found in Phil McGraw and the guest's utterances in *Dr. Phil* talk show?

1.3 Objectives of the Research

According to the research question above, there are two objectives of this research:



1. To analyze the types of impoliteness strategies found in *Dr. Phil* talk show.
2. To identify the functions of the impoliteness strategies found in Phil McGraw and the guest's utterances in *Dr. Phil* talk show.

1.4 Scope of the Research

This research focuses on investigating the types of impoliteness strategies and the functions that are found in *Dr. Phil* talk show. It is limited only to the utterances uttered by Phil McGraw and the guests categorized as a teenager in the *Dr. Phil* talk show.

1.5 Method of the Research

The data in this research are the utterances which contain impoliteness uttered by Phil McGraw and the guests categorized as teenagers in *Dr. Phil* talk show.

According to Zulfadrial (2012), sources of data are subjects from which the data can be obtained. The source of the data in this research is taken from *Dr. Phil's* official YouTube Channel. The writer chose the top ten videos with the most views on *Phil's* YouTube channel and the highest viewer reaching fifty-two million to the lowest reaching one million views. The videos were excerpts of TV series events of *Dr. Phil* talk show. Of the ten videos, all episodes were about the teenage problems.

This topic becomes the most-views on *Dr. Phil's* YouTube Channel and many famous YouTubers give their reactions about this talk show in the form of

reaction videos. One of them is Pewdiepie. He is a YouTuber with the most subscribers in the world. Pewdiepie only makes reaction videos of teenage problems in *Dr. Phil* talk show. There are 10 videos of *Dr. Phil* talk show which contain impoliteness strategies.

Collecting data has been done through some steps, i.e.: (a) the writer chose the top ten most views videos in *Dr. Phil's* channel that was related to the teenager problems; (b) the videos were carefully observed; (c) the writer watched several times and selected the video which contained impoliteness strategies and downloaded it; and (d) the writer chose the data from the videos and numbered data based on the time sequence on the video.

In analyzing the data, Culpeper's (1996) theory is used in identifying the types of impoliteness strategies found in *Dr. Phil* talk show. Then, the functions of impoliteness are categorized by using another Culpeper's (2011) theory. Leech's theory of context (1983) is used to analyze the impoliteness strategies and functions of the data.

After that, the result of the research was presented. The result of the study was presented descriptively. The writer put all the data into a table. The writer used a formula to determine the percentage of types and functions of impoliteness strategies utterances found in the research. The method used to determine the rate of the data was

$$\text{Percentage} = \frac{\text{Data}}{\text{Total number}} \times 100\%$$

