CHAPTER I

INTRODUCTION

1.1 Background of the Research

Politeness is an interaction or a way to show appreciation, respect, and deference from one person to another. Politeness helps us to have better communication and to have smooth communication with other people. For instance, when we intend to request something by uttering an imperative sentence, it is better use *'Would you like to open the door, please!',* rather than ordering directly to the speaker, like *"Open the door!"*. In this situation, the speaker's intention in making the utterance and recognition by the addressee clearly play an important role.

Discussing about politeness cannot be separated with social distance and closeness to avoid misunderstanding or communication breakdown. A Speaker should be aware of the various factors which are related to social distance and closeness (Yule, 1996, p.59). We are generally more polite who we don't know very well, and we generally feel we can be more abrupt with people who are close friend. Speaker should considered to whom he/she is speaking because some expressions might be regarded as rude to the hearer. For instance, speaking to a boss who has more power, such as '*Close the door!'* may be regarded as rude. The speaker should use address terms that include a title and the last name and also speak politely to his or her boss. On contrary, it's appropriate if they have known each other well. For instance, when a friend is asking for an opinion about her dress, such as *'Oh come on sweetie! You look like a clown.'* Based on the example

before, the speaker needs to identify the social values of a society to speak politely. To be polite in social interaction, the speaker needs the concept of face.

The concept of face is also an important aspect to be considered. Yule (1996, p.60) state that politeness is an interaction to show awareness of another person's face. Face means the public self-imaginary of a person. The speaker must try to avoid embarrassing or making the hearer feels uncomfortable. Showing awareness to another person's face, especially in communication, means we indirectly show our respect. The Speaker should act with consideration of social and cultural rule applied in society. If the speaker says something that makes the hearer feels uncomfortable, it's called face threatening act, and if the speaker tries to reduce a threatening to another's face, it's called face saving act. Positive politeness is developed in order to save face of the hearer.

According to Brown and Levinson (1987, p.101) Positive politeness is a speaker's strategy towards the positive face of the hearer. In the other words, positive politeness strategy is someone's desire to be understood, to be respected, to be accepted as the same group, and to be appreciated. With the positive politeness strategy, harmony can arise in our society. In our daily conversation, we usually use positive politeness strategy to be polite to another person. This strategy mostly happens at home (between children and parents), in the office (between an employee and his/her boss), at school (between student and teacher) and also in any competition show (between participant with judges).

Nowadays, there are many competition or a talent show on television, such as singing competition, dancing competition, cooking competition, etc. The participants of these competition will be showing their abilities, and the judges

will give some comments. It is interesting to know how the judges on these talent show giving comments to the performance of the participant. The judges would use positive politeness strategy to save the participant's face. One of the popular talent show televised is American's Got Talent.

This research is conducted to know how the judges in American's Got Talent who have more power use positive politeness strategies to save participant's face. American's Got Talent or AGT is an American talent competition that attracted a variety of participants across the United States and abroad. American's Got Talent program is chosen because it is a popular televised program and the writer assumed that the judge in this show use appropriate strategies in commenting on their participants and they will not break the social norm. To give a better understanding of this research, it can be seen in the sample case below:

The conversation between judges in American's Got Talent and the participant.

Judge A   : ***Ah you're so cute. I love your smile already!*** *And what's your name?*

Participant 1 : *Thank you. I'm Angel Gracia.*

(AGT Season 14)

In this situation, the writer highlights the conversation between Judge A and participant 1. The conversation takes place in the American's Got Talent stage when a young boy as a participant 1 entered the stage with his smile. The judge A gave his opinion towards the participant's positive face. The judge A tried to reduce participant 1's nervousness. This strategy is called notice, attend to hearer. The judge takes notice of aspects of the hearer condition.

Therefore, this research is aimed at investigating the use of positive politeness strategies by the judges in American's Got Talent Show. We can identify how the judges try to be polite to the participant through positive politeness strategies. The writer believes that it's hard for the judges to use positive politeness strategies when commenting is not only about the good performance but also the bad performance of the participant.

1.2 Identification of the Problem

This thesis focuses on analyzing positive politeness strategies in utterances that are used by the judges in commenting performance of the participants. As people who have more power, the judges will try to avoid threatening the participants. By using positive politeness strategies, the judges can protect the participant's face and show positive behavior to people. The research problem is formulated in the following research questions:

1. What are the types of positive politeness strategies used by the judges in American's Got Talent Competition Show?

2. What are the factors influencing the choice of strategy by the judges in American's Got Talent Competition Show?

1.3 Objective of the Research

This research aims to investigate and analyze the positive politeness strategies used by Judges in American's Got Talent Competition Show in commenting the participant's performance. In particular, the objectives of the research are:

1. To find out types of positive politeness strategies used by the judges in American's Got Talent Competition Show?

2. To find out the factors influencing the choice of strategy by the judges in American's Got Talent Competition Show

1.4 Scope of the Research

The focus of this research is to find out the types of positive politeness strategies used by judges in American's Got Talent Competition Show and identify the utterances which contain the fifteen categories of positive politeness proposed by Brown and Levinson theory (1987).

1.5 Method of the Research

There are three steps in conducting this research. They are collecting the data, analyzing the data and presenting the result of analysis.

1.5.1 Collecting the Data

The source of the data of this research were taken from video sharing website named YouTube, entitle American's Got Talent Channel. This channel was released on 2006. The sources of the data were taken from singing video by adult participants in season 13. Each of these videos was published in 2018. These videos are about how people show their talent in singing. The writer chooses this video as the source of the data because there are many positive politeness strategies proposed by Brown and Levinson (1978) found in adult participants rather than children which are found in judges' comments in American's Got Talent. There are four judges on the panel in the show also.

In collecting the data, first of all, the writer browsed on YouTube to search American's Got Talent Competition Show Season 13 video. After downloading it, the writer watched the video several times then created the transcript of the video. The transcript is about the judges' conversation with their participants. The transcript was examined by 3 friends to check it's compatibility. Then, the writer selected several utterances from the judges' comments related to positive politeness strategy proposed by Brown and Levinson (1978) as data. The source of the data of this research is the transcription conversation between the four judges with the participants in American's Got Talent competition show video. The length of these videos about 5 minutes each video. Finally, the writer classify the selected data which contain positive politeness strategy and format it as bold letter.

1.5.2   Analyzing the Data

In analyzing the data, the writer uses the positive politeness strategies approach by Brown and Levinson theory (1987). The writer followed some steps in analyzing the data. First, the writer took the data into a conversation form. Then the writer interpret the context of the conversation based on the theory of context by Yule (1996, p.60). Next step, the result of the analysis will be explained descriptively by referring to the fifteen positive politeness strategies of Brown and Levinson theory (1987).

There are many repetitions strategy occurred in the judge's utterances. For example, "How absolutely marvelous" and "How absolutely incredible" included to the second strategy named Exaggerate. In that case, the writer took only one

data from each mentioned data earlier in one video to represent all the positive politeness strategies found in the American's Got Talent Competition Show.

1.5.3   Presenting the Result of Analysis

Finally, the writer presented the result by two methods. The first method is the result of analysis presented by categorizing the utterance into the fifteen types of positive politeness strategies by Brown and Levinson theory (1987) in the form of a table. And the second method, the writer encloses a table of percentage of positive politeness strategies to show what the most positive politeness strategies that the judges used to save the participants face.