

CHAPTER I

INTRODUCTION

This chapter consists of the background of the study, previous studies, research questions, purpose of the study, scope of the study, and significance of the study.

1.1 Background of the Study

Politeness is one of social norms that reflected in human interaction. In interaction, people are intended to be more polite to older people, people coming from higher class, and people who are powerful in social life.

Based on *Oxford Dictionary*, politeness is the way of having and showing behavior which is respectful and considerate of other people. Asking indirect questions and requests, apologizing, and etc in communication, all of this is considered as being polite.

Being polite is important in interaction. Some of people might think that being polite is about how we are saying *please, sorry, excuse, thank you*, some other similar expression. However, politeness is not only based of them. Politeness does have its own role. Linguistically, being polite also consists of attempts to save face for another.

Politeness is concerned with face, positive and negative face. Brown and Levinson (1978) stated that there are two aspects of face: positive face and negative face. Positive face means the individual has a desire to be respected and accepted by others in social interaction while negative face is an

independent feeling needed and wanted to have a freedom instead of being imposed on by others.

This study used Brown & Levinson's Politeness Theory. Brown and Levinson (1987) stated that people will use certain politeness strategies to enhance face between themselves and their interlocutors. Brown Levinson's theory of politeness first appeared in 1978. Politeness has become one of the major themes in recent pragmatic research. In Yuka's words (2009), the politeness theory by Brown and Levinson is widely accepted and utilized as the basis for research by the researchers in the field of not only sociolinguistics but of psychology, business, and so on.

In this study, the writer focused to analyze the data from competitive reality show which also requires conversation between the contestants. The reality show can show us the real face of the contestant without any acting, and reality show with competition gives a mixed reaction on certain situation on the contestants. One of the popular reality show in the world is *The Apprentice*. *The Apprentice US* is an American version of the popular reality show series with a similar name from UK. The show is about Donald Trump searches for an apprentice, starting with 16 candidates and finishing with just one as a winner. The use of politeness strategies which used by contestants in the reality show can be seen from their utterances when they communicate. Communication is one of important things in cooperation in order to reach goal and become a winner. That is why they must use politeness strategies, not

only for getting attention of the other but also to minimalise the confrontation in their communication.

This study uses *The Apprentice Season 1 Episode 1* and *Episode 5* as the data sources. These episodes are selected because Episode 1 was the first episode of this reality game show that aired in US. The first episode gave the first impression for the contestant to get to know each other for the first time. This episode provide data on how contestant interact to one another at the first encounters, whether they use more politeness strategy since the contestant does know each other. In addition, in the first episode, the team members are divided based on gender; Female team is called *Protege* while male team is *Versacorp*. On the other hand, the writer chose the episode 5 because the contestants of each team is different from the episode 1. The teams on the episode 1 were men against women, in the episode 5 both teams got reshuffled because men team was loosing on the previous episode so that both teams got a mixed gender contestant for each team.

According to Hameed (2010) in his research entitled "*The Impact of Gender in Determining Politeness Strategy with Reference to Iraqi Students of English*", there are some points to be noticed about gender politeness differences. Men are more able to perceive polite requests as compared with women. Men are able to perform negative politeness strategies, meanwhile to some extents, women are able to perform positive politeness strategies as compared with men's ability. Participants of both sexes do

not realize that using direct requests would imply rudeness on the part of the addressee.

In order to finishing this study, the writer found some research dealing with pragmatic especially politeness strategies. The first research is from Hasmi (2013) entitled *A Pragmatic Analysis of Politeness Strategies Reflected in Nanny McPhee Movie* . The aims of the study are to identify the types of politeness and to describe the way politeness strategies are realized in the utterances used by the main characters in *Nanny McPhee* movie. The result of the research show that positive politeness has the highest frequency among others strategies. From 104 utterance , bald-on record (31) , positive politeness (46), negative politeness (15) , and off record (12).

The second research is entitled *Politeness Strategies Used in Text Messaging: Pragmatic Competence in as Asymmetrical Power Relation of Teacher-Student* by Shahrzad and Moini (2016) . This study tried to describe the strategies used of positive and negative politeness strategies used by male and female group in sending short message sending (SMS) to their professors, considering that there is an asymmetric power relation and social distance between them. Then, the result of this study is the female participants preferred to use negative strategies more than male participant.

The last research entitled *Politeness Strategies Used By Charlie and Max In Real Steel: An Analysis of Command Utterances* was conducted by Fitriyah (2015). The aim of her study are to analyze, compare, and contrast the use of

Brown and Levinson's politeness strategy between Charlie and Max's command utterances in *Real Steel* movie. The study describes the similarities and the differences of using politeness in Charlie and Max's command utterances in the *Real Steel* movie. From the result of the study, there 157 command utterances used by Charlie and Max. Both Charlie and Max are mostly used bald-on-record strategy in case of minimization of the face threat.

Those previous studies have the similarity with this study that is language based on the pragmatic aspect, particularly about politeness. The difference is from the source of the data , and also in this study the writer tries to do a comparative study based on politeness strategy used by men and women in *The Apprentice*. Thus, the result of the study would confirm or argue whether female and male use different types of politeness strategies. So, there are differences between this study and those previous studies that has been done.

1.2 Research Questions

Based on the background above, this study discusses the following problems, they are:

1. What kinds of politeness strategies are mostly used in male group (Versacorp) in *The Apprentice Season 1 Episode 1* ?
2. What kinds of politeness strategies are mostly used in female group (Protege) in *The Apprentice Season 1 Episode 1* ?
3. What kinds of politeness strategies are mostly used in mix-group in *The Apprentice Season 1 Episode 5* ?

4. What are the differences and similarities of politeness strategies used by male and female in *The Apprentice US Season 1 Episode 1* and *The Apprentice Season 1 Episode 5* ?

1.3 Purpose of the Study

Based on the research questions above, purposes of the study are :

1. To find out kinds of politeness strategies are mostly used in male group (Versacorp) in *The Apprentice Season 1 Episode 1*
2. To find out kinds of politeness strategies are mostly used in female group (Protege) in *The Apprentice Season 1 Episode 1*
3. To find out kinds of politeness strategies are mostly used in mix-group in *The Apprentice Season 1 Episode 5*
4. To find out the differences and similarities of politeness strategies used by male and female in *The Apprentice US Season 1 Episode 1* and *The Apprentice Season 1 Episode 5*

1.4 Scope of the Study

This study limits discussion by focusing only on types of politeness strategies and sub-politeness strategies used in *The Apprentice*. The object of the analysis of this study are the utterances of all candidates in *The Apprentice Season 1 Episode 1* and *Episode 5* based on the directive speech act.

1.5 Significance of the Study

By doing this study, the writer wants to establish some knowledge about pragmatic, specifically in context of politeness strategy. The writer hopes the result of this study could give advantages to the readers who are interested in the pragmatic study in linguistic. The writer also hopes that the description of politeness strategy in this study can be a good reference for the reader, especially the students of English Department. The result of this study is also to add the collection of researchers in University of Jakarta , especially in English Department

CHAPTER II

LITERATURE REVIEW

This chapter aims to review about related topics of the study. This chapter consists of; Study of Pragmatic, Brown Levinson's Theory of Politeness, *The Apprentice*, Theoretical Framework.

2.1. Study of Pragmatic

Pragmatics is the study of the aspects of meaning and language use that are dependent on the speaker. According to Nordquist (2016) pragmatics is a branch of linguistics concerned with the use of language in social contexts and the ways in which people produce and comprehend meanings through language.

In *Introduction to English Semantic and Pragmatic*, Patrick Griffiths (2006) stated that pragmatics is the study of utterance meaning. The utterance produced by a particular sender in a specific time which means it can never be repeated. Differing in time, or made by different speaker (or writer) can result in a different utterance.

Beside pragmatic, the study of the aspect of meaning also discussed in semantic. According to Szabo (2015), semantics is the study of the relation between linguistic expressions and their meanings. Meanwhile, In Recanati's words (2002), pragmatics deals with the use of language and semantics deals with content and truth conditions. The difference between semantics and pragmatics is that it studying the abstract linguistic object on which the

utterance is based on. It is an attempt to describe and understand the nature of the knowledge about meaning in their language that people have from knowing the language. (Griffiths , 2006)

2.2. Brown and Levinson's Theory of Politeness

. Politeness has been traditionally studied on the basis of ordinary conversation. The study of politeness is the study of knowing the way the people use the language while they are in conversation. In a conversation, politeness can be defined as the means used to show awareness of face. Face means the public self-image of a person.

Face is the public self image that every member wants to claim for himself, consisting in two related aspects : negative face and positive face (Brown and Levinson, 1987). Positive face refers to an individual's wish to be respected and appreciated by others. Meanwhile, negative face refers to the wish not to be restricted or impeded in the choices.

According to Brown and Levinson (1987:60) politeness strategies are strategies that are developed in order to save the hearer's face. There are four super strategies of politeness declared by Brown and Levinson (1987). They are Bald on Record, Positive Politeness, Negative Politeness, and off Record (Brown & Levinson, 1987:94)

2.2.1. Bald on Record

In *Bald On-Record* strategy, a speaker saying something directly and clearly. This strategy is generally found in people who are close to each other, know each other very well and feel comfortable in the environment. According to Brown and Levinson (1987) in *Politeness : Some Universals Language*, there are two cases for bald record usage ;

(1) Case of non minimization of the face threat

This case occurs when maximum efficiency is very important and it is mutually known by both Speaker and Hearer, no face redress is necessary. It usually could be found in an emergency situation like fire or accident or also other situations which need a quick action. Examples: “*Help!*” , “*Watch out!*” , “*Your pants are on fire*” (Brown & Levinson : 1987 : 95)

(2) Cases of FTA-oriented Bald On-record usage

This case oriented to the face. It is usually used in welcoming or post greeting, where Speaker insists that Hearer may impose on his negative face, in farewells, where Speaker insists that Hearer may transgress on his positive face by taking his leave, and in offers. Examples : “*Come in, don’t hesitate, I’m not busy*” (Brown & Levinson : 1987 : 99)

2.2.2. Positive Politeness

In *Positive politeness* strategy, a speaker shows a positive 'face' to the hearer. This strategy attempts to minimize the distance between a group of people by expressing friendliness and solid interest to the hearer's need to be respected. This strategy is commonly used by people who have already known each other fairly well like members of the same group or community. So, positive politeness is used in order to keep relationship between Speaker and Hearer . Brown & Levinson divided 15 sub-strategies of positive politeness strategies ;

1. *Notice, attend to H (his interests, wants, needs, goods)*

Brown & Levinson (1987) suggests that S should take notice of aspects of H's condition (noticeable changes, remarkable possessions, anything which looks as though H would want S to notice and approve of it).

Examples :*(1) What a beautiful vase this is! Where did it come from?*

(2) You must be hungry, it's a long time since breakfast. How about some lunch?

(Brown&Levinson, 1987: 103)

2. Exaggerate (interest, approval, sympathy with H)

Brown & Levinson (1987) stated that this sub-strategy is often done with exaggerated intonation, stress, and other aspects of prosodies, as well as with intensifying modifiers.

This sub-strategy usually used expressions like *for sure, really, exactly, absolutely.*

Examples : (1) *What a fantastic garden you have!*

(2) *Yes, isn't it just ghastly the way it always seems to rain just when you've hung your laundry out!*

(Brown&Levinson,1987: 104)

3. Intensify interest to H

According to Brown & Levinson (1987), this strategy uses to show that Speaker includes Hearer into the middle of the events being discussed. It commonly using tag questions or expressions that include Hearer as a participants in the conversation, like *"Isn't it?", "See what I mean?", "you know?"*

Examples : (1) *I come down the stairs, and what do you think I see?*

(2) *I've never seen such a row !* (Brown&Levinson, 1987:106)

4. Use in-group identity markers

According to Brown and Levinson (1987), Speaker can implicitly claim the common ground with Hearer that is carried by that definition of the group. It usually include in-group usages of address forms, of language or dialect, of jargon or slang, and of ellipsis claim solidarity. It also using forms such

as *mate, buddy, darling, dear, honey, babe, cutie, and etc* to convey such in-group membership.

Examples : (1) *Bring me your dirty clothes to wash, honey ?*

(2) *Help me with this bag here, will you buddy ?*

(Brown & Levinson 1987 : 108)

5. Seek Agreement

According to Brown and Levinson (1987), the raising of 'safe topics' allows Speaker to stress his agreement with Hearer and therefore to satisfy Hearer's desire to be 'right', or to be corroborated in his opinions. It usually be stressed by repeating part or all of what the preceding speaker has said, in a conversation.

Examples : (1) A: *John went to London this weekend!*

B: *To London!*

(2) A: *I had a flat tyre on the way home.*

B: *Oh God, a flat tyre!*

(Brown & Levinson, 1987:103)

6. Avoid disagreement

According to Brown and Levinson (1987), the desire to agree or appear to agree with Hearer leads also to mechanisms for pretending to agree. In this strategy, Speaker pretends to agree something by twisting his/her utterance in order to hide disagreement.

Examples :(1) A: *Can you hear me?*

B: *Barely.*

(2) A: *You hate your Mom and Dad.*

B: *Oh, sometimes.*

(Brown & Levinson, 1987:114)

7. Presuppose/raise/assert common ground

In this strategy, Brown and Levinson pointed out gossip, small talk is the value of S's spending time and effort on being with H, as a mark of a friendship or interest in him, gives rise to the strategy of redressing a FTA by taking for a while about unrelated topics.

Examples :(1) *I had a really hard time learning to drive,*

didn't I

(2) *Oh this cut hurts awfully, Mum.*

(Brown & Levinson,1987:119)

8. Joke

Brown & Levinson stated that joking is a basic positive politeness technique, for putting Hearer 'at ease' and a joke may minimize an FTA of requesting.

Examples :(1) *OK if I tackle those cookies now?*

(2) *How about lending me this old heap of junk?*

(Brown&Levinson,1987 : 124)

9. Assert or presuppose S's knowledge of and concern for H's wants

According to Brown and Levinson (1987), this strategy is done by implying knowledge of H's wants and willingness to fit one's own wants in with them. It is one way in indicating that S and H are cooperators, and thus potentially to put pressure on H to cooperate with S.

Examples : (1) *I know you can't bear parties, but this one will*

really be good — do come!

(2) *I know you love roses but the florist didn't have anymore, so I brought you geraniums instead.*

(Brown&Levinson,1987 : 125)

10. Offer, promise

According to Brown and Levinson (1987), in this strategy Speaker wants for him and will help to obtain in order to redress the potential treat of some FTAs. Offers and promises are the natural out come of choosing this strategy.

Examples : (1) *I'll take you out to dinner on Saturday*

(2) *I'll drop by sometimes next week.* (Brown &

Levinson, 1987: 130

11. Be Optimistic

In this strategy, Speaker assumes that Hearer wants Speaker's wants for Speaker (or for Speaker and Hearer) and

will help to obtain them. Brown and Levinson stated that this strategy works by minimizing the size of the face threat – implying that it’s nothing to ask (or offer, etc) or that the cooperation between S and H.

Examples : (1) *I’ve come to borrow a cup of flour.*

(2) *Look, I’m sure you won’t mind if I borrow
your pen.* (Brown & Levinson, 1987 : 126)

12. Include both S and H in the activity

In this strategy, Speaker uses an inclusive ‘we’ form when S really means “you” or “me”. Speaker can call upon the cooperative assumptions and thereby redress FTAs. It is also an attempt to involve Hearer and Speaker into the activity.

Examples : (1) *Let’s get on with dinner, eh?*

(2) *Give us a break.*

(Brown & Levinson, 1987 : 127)

13. Give (or ask for) reasons

Brown and Levinson (1987) stated that S gives reasons as to why he wants what he wants. In this strategy, reasons is a way of implying ‘I can help you’ or ‘you can help me’, and, assuming cooperation, a way of showing what help is needed.

Examples : (1) *Why don’t we go to the seashore!*

(2) *Why don’t I help you with that suitcase.*

(Brown & Levinson, 1987: 128)

14. Assume or assert reciprocity

In this strategy, Speaker asks Hearer to cooperate with him by giving evidence of reciprocal rights or obligations obtaining between Speaker and Hearer. Thus Speaker may say, 'I'll do X for you if you do Y for me'.

Examples : (1) *I'll mow the lawn after school tomorrow if you help me with my math homework.*

(2) *I did X for you last week, so you do Y for me this week.* (Brown & Levinson, 1987: 134)

15. Give gifts to H (goods, sympathy, understanding, cooperation)

This sub-strategy involves S deciding to redress H's face directly by fulfilling some of H's wants, thereby indicating that he (S) wants H's wants for H, in some particular respects.

Examples : (1) *Have a glass of malt whisky, Dick"*

(2) *You are pretty* (as cited in Dewi, 2013)

2.2.3. Negative Politeness

Negative politeness strategy is oriented mainly toward partially satisfying the Hearer's negative face. This strategy is mainly focus to avoid confrontation between the two participants. Negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded (Brown & Levinson, 1987 : 129)

1. Be conventionally Indirect

According to Brown and Levinson (1987), a speaker is faced with opposing tensions: the desire to give Hearer an 'out' by being indirect. Speaker utters his intended message to avoid the threat of face imposition by using of phrases and sentences that have contextually unambiguous meanings which are different from their literal meaning.

Examples : (1) *Can you please pass the salt?*

(2) *Why are you painting your house purple?* (Brown & Levinson, 1987 : 133)

2. Question , hedge

Brown & Levinson (1987) stated that a 'hedge' is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set. It says of that membership that it is partial, or true only in certain respects, or that it is more true and complete than perhaps might be expected.

Examples : (1) *I rather think it's hopeless.*

(2) *I'm pretty sure I've read that book before.*

(Brown & Levinson, 1987 : 145)

3. Be Pessimistic

According to Brown and Levinson (1987), this strategy gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of Speaker's utterance act obtain.

Examples : (1) *Could you jump over that five-foot fence?*

(2) *I don't imagine there'd be any possibility of you.* (Brown & Levinson, 1987 : 173)

4. Minimize the imposition

In this strategy Speaker redresses the seriousness of the FTA to pay Hearer deference indirectly. It usually uses expressions like *a tinny little bit, a sip, a taste, a little, a bit, etc..*

Examples : (1) *Could I talk to you for just a minute?*

(2) *I just want to you could lend me a little paper.* (Brown & Levinson, 1987:17)

5. Give Deference

According to Brown & Levinson (1987), this strategy means Speaker humbles himself and Speaker raises Hearer by satisfying Hearer's want to be treated as superior. Example: (1) *Would you care for a sandwich ?* (Brown & levinson, 1987 : 182)

6. Apologize

According to Brown and Levinson (1987), by apologizing for doing an FTA, the speaker can indicate his reluctance to impinge on H's negative face and thereby partially redress that impingement. There are four ways to communicate regret or reluctance to do an FTA ; admit the impingement, indicate reluctance, give overwhelming reasons, beg forgiveness.

Examples :*(1) I'm sure you must be very busy, but . . .*

(2) I hope you don't mind me saying this, but

(Brown & Levinson, 1987 : 188)

7. Impersonalize S and H

Brown and Levinson (1987) claimed that one way of indicating that Speaker does not want to impinge on Heare is to phrase the FTA as if the agent were other than Speaker. It deals with the avoidance of "I" and "You".

Examples :*(1) That car's parked in a no parking area*

(2) Take that out ! (Brown & Levinson :191)

8. State the FTA as a general rule

In this strategy, Speaker indicates that he does not intend to impinge by stating the FTA as an instance of some general social rule, regulation, or obligation.

Examples : (1) *We don't sit on tables, we sit on chairs, Johnny.*

(2) *I'm sorry, but late-comers cannot be seated till the next interval.*

(Brown & Levinson : 207)

9. Nominalize

According to Brown and Levinson (1987), this strategy is shown by nominalizing the sentences to be more nouns or nominalise to distance the actor and add formality or make sentence more “formal”.

Examples :(1) *I am pleased to be able to inform you...*

(2) *We regret that we cannot.*

(Brown & Levinson : 208)

10. Go on record as incurring a debt, or as not incurring H

According to Brown and Levinson (1987), by referring explicitly to the difficulty of Hearer's complying, Speaker implicitly puts himself in debt to H for causing him the difficulty.

Examples :(1) *I'll never be able to repay you if you...*

(2) *I could easily do it for you.*

(Brown & Levinson : 210)

2.2.4. Off Record

The last politeness strategy outlined by Brown and Levinson is *off record* or the indirect strategy; this strategy uses indirect language and removes the speaker from the potential to be imposing. For example, a speaker using the indirect strategy might merely say “wow, it’s getting cold in here” it could be means that it would be nice if the listener would get up and turn up the thermostat without directly asking the listener to do so.

1. Give Hints

In this strategy, If S says something that is not explicitly relevant, he invites H to search for an interpretation of the possible relevance.

Examples : (1) *It’s cold in here (means: shut the windows)*

(2) *What a hot day! (means : how about a drink) .*

(Brown & Levinson, 1987 : 215)

2. Give association clues

According to Brown and Levinson (1987), if speaker gives a related kind of implicature triggered by relevance violations is provided by mentioning something associated with the act required of H, either by precedent in S-H’s

experience or by mutual knowledge irrespective of their interactional experience. (Brown & Levinson : 215)

Examples : (1) *My house isn't very far away...*

(means: Please come visit me)

(2) *Are you going to market tomorrow?*

(means : Give me a ride there)

(Brown & Levinson, 1987 : 216)

3. Presuppose

Speaker makes Hearer looking for the presupposed prior event by implicating something. This strategy may implicate a criticism.

Examples : (1) *I washed the car again today*

(2) John's in the bathtub yet again.

(Brown & Levinson, 1987 : 217)

4. Understate

In this strategy, the speaker is inevitably saying something less than or something different from what he actually intends to convey.

Examples : (1) *That dress is quite nice.*

(2) That's a rather good painting.

(Brown & Levinson : 218)

5. Overstate

In this strategy, if Speaker says more than necessary, he may do this by the inverse of the understatement principle by choosing a point on a scale which is higher than the actual state of affairs.

Examples : (1) *There were a million people in the Co-op*
(2) *I tried to call a hundred times, but there was never any answer.*

(Brown & Levinson : 219)

6. Use Tautologies

In this strategy, Speaker encourages Hearer to look for an informative interpretation of the non informative utterance. It is performed by repeating previous utterance without any further clear explanation. It may be an excuse, critics, and a complaint.

Examples : (1) *War is war*
(2) *Boys will be boys.*

(Brown & Levinson :220)

7. Use Contradiction

According to Brown and Levinson (1987), by stating two things that contradict each other, Speaker makes it appear that he cannot be telling the truth. He encourages

Hearer to look for an interpretation that reconciles the two contradictory propositions.

Examples : (1) A: *Are you upset about that?*

B: Well , I am and I'm not

(2) *Well, John is here and he isn't here.*

(Brown & Levinson : 221)

8. Be Ironic

In this strategy, by saying the opposite of what he means, Speaker can indirectly express his intended meaning if there are clues that his intended meaning is being conveyed indirectly.

Examples : (1) *Lovely neighbourhood, eh?*

(2) *Beautiful weather, isn't it!*

(Brown & Levinson : 222)

9. Use Metaphor

According to Brown and Levinson (1987), Speaker uses a metaphor and leaves it to Hearer to interpret his intended meaning.

Example : (1) *Harry is a real fish. (He swims like a fish)* (Brown & Levinson : 223)

10. Use rhetorical question

According to Brown and Levinson (1987), Speaker asks question with no intention of obtaining an answer is to

break a sincerity condition on questions namely, that Speaker wants Hearer to provide him with the indicated information.

Examples : (1) *How was I to know...? (I wasn't)*
(2) *What can I say? (Nothing, its so bad)*
(Brown & Levinson : 223)

11. Be Ambiguous

According to Brown and Levinson (1987), purposeful ambiguity may be achieved through metaphor, since it is not always clear exactly which of the connotations of a metaphor are intended to be invoked.

Example : (1) *John is a pretty sharp cookie*
(Brown & Levinson : 225)

12. Be Vague

In this strategy, Speaker may go off record with an FTA by being vague about who the object of the FTA is, or what the offence is (in criticism or euphemism)

Examples : (1) *Perhaps someone did something naughty*
(2) *I'm going down the road for a bit (to the local pub).* (Brown & Levinson : 226)

13. Over-generalize

In this strategy, Speaker utters a rule of instantiation that may leave Hearer to have a choice of deciding whether the general rule applies to him.

Examples : (1) *The lawn has got to be mown.*

(2) *If that door is shut completely, it sticks.*

(Brown & Levinson : (226)

14. Displace H

According to Brown and Levinson (1987), speaker may address another person who is impossible to receive that kind of utterances as the object and hope the real target will see that the FTA is aimed at him.

15. Be incomplete, use ellipsis

Elliptical utterances are legitimated by various conversational contexts in answers to questions but they are also warranted in FTAs. Speaker can leave the implicature 'hanging in the air', just as with rhetorical question.

Examples : (1) *Well, if one leaves one's tea on the wobbly table ...*

(2) *Well, I didn't see you ...*

(Brown & Levinson : 227)

2.3. The Apprentice

According to BBC website, The Apprentice US is an American version of the popular reality show series with a similar name from UK. The show is about Donald Trump searches for an apprentice, starting with 16 candidates and finishing with just one as a winner. (programmes) The candidates or contestants are tasked in group to run a company. Each Episode had 15 episodes in an unscripted drama. All candidates including both Ivy League MBA graduates and street entrepreneurs with no college education. (m.imbd.com)

In the first episode candidates will be split into men and women groups. Men groups choose Versacorp as the name of the group and their corporation where women choose to name their group Protege. However, on the fifth episode men's Versacorp group were 4 men left because their group were lose on the previous episodes. On the other hand, women's Protégé group still consists of full people. So in this episode, Trump decided to merge men and women to work together but still split them into two groups.

2.4. Theoretical Framework

Based on the explanation above , the writer will analyze politeness strategies used in the reality game shows *The Apprentice* using the Brown and Levinson's politeness theory. The study will analyze the data from the transcript of utterances that were performed by all contestants in the reality game shows.

CHAPTER III

METHODOLOGY

This chapter consists of research method, data and source of the data, data collecting procedures and data analysing procedures.

3.1. Research Method

This study used a descriptive analytical method because it is analyze the data descriptively. According to Rouse (2015), descriptive analytics is a basic stage of data processing that creates a summary data to give useful information to prepare the data for further analysis. This method analyzing the data to understand the causes of events and behaviors that report summary data such as percentage, frequency, mean, median, etc. This study uses descriptive analytic to report the percentage and frequency of the data.

This study analyzes the politeness strategies used by the contestant of reality game show. Moreover, this study also compares the use of politeness strategy between the two groups in the game show.

3.2. Data and Data Source

Source of the data for this study is the transcription of the reality show entitled *The Apprentice Season 1 Episode 1* and *The Apprentice Season 1 Episode 5*.

Data of this study are the utterances based on the directive speech acts from both male and female contestants that were taken from selected

two episodes of *The Apprentice* which are *The Apprentice Episode 1* and *The Apprentice Episode 5*.

3.3. Data Collecting Procedures

In collecting the data , there are 6 steps which were used in this study;

1. Watching the video of *The Apprentice Season 1 Episode 1* *The Apprentice Season 1 Episode 5*
2. Downloading the transcription of the contestant's utterances in the show
3. Underlining the utterances that indicate directive speech acts.
4. Classifying the utterances indicating politeness strategy used by male and female interlocutors.

3.4. Data Analyzing Procedures

1. Analysing what types of politeness strategy used by male, female, and mix group contestants in these two episodes
2. Analysing what types of sub-politeness strategy used by male, female, and mix group contestants in these two episodes
3. Comparing politeness strategy used by male and female contestants in these two episodes
4. Drawing a conclusion based on the analysis

3.5. Table Analysis

No	Situation	S	H	Utterances	Politenes Strategies				Sub-Strategies	Explanation
					PP	NP	BoR	OR		

Note :

S = Speaker , H = Hearer

PP = Positive Politeness

NP =Negative Politeness

BoR =Bald-on Record Politeness

OR =Off-Record Politeness

CHAPTER IV

FINDING AND DISCUSSION

This section provides the analysis of types of politeness strategies and sub-politeness strategies that mostly used by contestants in a reality game show, *The Apprentice*. And also analysis the differences and similarities of politeness strategies used by male and female in the show. Politeness theories used in this study were drawn from the Politeness theory proposed by Brown and Levinson (1987).

4.1. Data Description

The data of the study focuses on the utterances of male, female, and mixed group in *The Apprentice* based on directive speech act. The data is taken from the transcription of *The Apprentice Season 1 Episode 1* and *The Apprentice Season 1 Episode 5*.

4.2. Findings

The analysis of this study show four types of politeness strategies. Those are *bald-on record*, *positive politeness*, *negative politeness*, and *off record*. The frequency and percentage of using of politeness strategy used by contestants in the reality show presented in the following tables.

4.2.1 Politeness Strategies used by male and female contestants in

The Apprentice Episode 1 & Episode 5

The frequency and percentage of using of politeness strategy used by all contestants in *The Apprentice Season 1 Episode 1* and *Episode 5* is presented in the following table.

Table 1. Politeness Strategies used by male and female contestants in *The Apprentice Episode 1 & Episode 5*

No	Politeness Strategies	Frequency		Percentage	
		Male	Female	Female	Male
1	Positive Politeness	22	22	40.74 %	33.84 %
2	Negative Politeness	7	15	12.97 %	23.07 %
3	Bald-on Record	22	18	40.74 %	27.70 %
4	Off-Record	3	10	5.55 %	15.39 %
Total		54	65	100 %	100 %

Based on the table above , it can be see that there are 119 utterances based on directive speech act. There 54 utterances used by male contestants ; 22 utterances of *positive politeness* (40.74 %) , 7 utterances of *negative politeness* (12.97 %) , 22 utterances of *bald-on record politeness* (40.74 %) and 3 utterances (40.74 %), 7 utterances of *negative politeness* (12.97 %) , 22 utterances of *bald-on record politeness* (40.74 %) and 3 utterances of *off-record politeness* (5.55 %). Meanwhile, there are 65 utterances used by female contestants ; 22 utterances of *positive*

politeness (33.84 %), 15 utterances of *negative politeness* (23.07 %), 18 utterances of *bald-on record* (27.70 %), and 10 utterances contains of *off-record politeness* (15.39 %).

4.2.2 Politeness Strategies used by male group (Versacorp) in *The Apprentice Season 1 Episode 1*

The frequency and percentage of using of politeness strategy used in male-male interaction (Versacorp Group) in *The Apprentice Episode 1* is presented in the following table.

Table 1. Politeness Strategies used by male group (Versacorp) in *The Apprentice Episode 1*

No	Politeness Strategies	Frequency	Percentage
1	Positive Politeness	12	40 %
2	Negative Politeness	5	16.67 %
3	Bald-on record	11	36.67 %
4	Off-Record	2	6.66 %
Total		30	100 %

Based on the table above , it can be see that there are 30 utterances used by male group. There are 12 utterances contains *positive politeness* (40%), 5 utterances of *negative politeness* (16.67 %), 11 utterance of *bald-on record* (36.67 %), and 2 utterances contains of *off-record politeness* (6.66%).

Therefore, the first research question can be answered that politeness strategy that mostly used by male group is *positive politeness strategy*. It shows that the male group prefer used positive politeness strategy than other strategies in their utterances. The used of positive politeness showed the belonging, closeness, solidarity between S and H.

Table 2. Sub-strategies of Positive Politeness Strategy used by male group (Versacorp) in *The Apprentice Episode 1*

No	Sub-strategies of Positive Politeness Strategies	Frequency	Percentage
1	Include both S & H	4	33.3 %
2	Give or ask for reason	2	16.6 %
3	Seek agreement	1	8.3 %
4	Assert of presuppose S's knowledge of and concern for H's want	3	25 %
5	Notice, attend to H	1	8.3 %
6	Avoid dissagreement	1	8.3 %
Total		12	100 %

Based on the table above , it can be seen that there are 6 sub-strategies of positive politeness used by male group. The most used sub-strategy of positive politeness strategy by male group is Include both S and H with the highest frequency 4 (33.3 %).

4.2.3 Politeness Strategies used by female group (Protege) in *The Apprentice Season 1 Episode 1*

The frequency and percentage of using of politeness strategy used in female-female interaction of Protege Group in *The Apprentice Episode 1* is presented in the following table.

Table 1. Politeness Strategies used by female group (Protege) in *The Apprentice Episode 1*

No	Politeness Strategies	Frequency	Percentage
1	Positive Politeness	7	23.33 %
2	Negative Politeness	9	30 %
3	Bald-on record	7	23.33 %
4	Off-Record	7	23.33 %
Total		30	100 %

Based on the table above , it can be seen that there are 30 utterances used by female group. There are 7 utterances contains *positive politeness* (23.3 %), 9 utterances of *negative politeness* (30 %), 7 utterances of *bald-on record* (23.3 %) and 7 utterances contains of *off-record* politeness (23.3 %).

Therefore, the table above answers the second research question that politeness strategy mostly used by female group is *negative politeness*. It shows that the female group prefer

employing negative politeness strategy than other strategies in their utterances. The used of negative politeness showed the distance, impersonality, distance between S and H, avoidance behaviour or that of redressing a difficult a situation.

Table 2. Sub-strategies of Negative Positive Politeness used by female group (Protege) in *The Apprentice Episode 1*

No	Sub-strategies of Negative Politeness Strategies	Frequency	Percentage
1	Be Pessimistic	4	44.5 %
2	Apologize	1	11.1 %
3	Use question, hedge	2	22.2 %
4	Minimize the imposition	1	11.1 %
5	Give deference	1	11.1 %
Total		9	100 %

Based on the table above , it can be seen that there are 5 sub-strategies of negative politeness used by male group. The most used sub-strategy of negative politeness strategy by male group is Be Pessimistic with the highest frequency 4 (44.5 %)

4.2.4 Politeness Strategies used by mixed-group in *The Apprentice Season 1 Episode 5*

The frequency and percentage of using of politeness strategy used in mix-group in *The Apprentice Episode 5* is presented in the following table.

Table 1. Politeness Strategies used by mixed-group in *The Apprentice Episode 5*

No	Politeness Strategies	Frequency		Percentage	
		Male	Female	Male	Female
1 B	Positive Politeness	11	15	47.82 %	42.86 %
2	Negative Politeness	1	6	4.34 %	17.14 %
3	Bald-on Record	10	11	43.48 %	31.42 %
4	Off-Record	1	3	4.34 %	8.58 %
Total		23	35	100 %	100 %

Based on the table above , it can be seen that there are 58 utterances used by mixed-group that contains of directive speech acts in *The Apprentice Season 1 Episode 5*. There are 23 utterances ; 11 or 47.82 % contains *positive politeness strategy*, 2 or 8.70 % contains of *negative politeness strategy* , 10 or 43.48 % of *bald-on record politeness strategy* and 1 or 4.34 % contains of *off-record politeness* used by male.

Meanwhile, there are 35 utterances ; 15 or 42.86 % contains of *positive politeness strategy*, 6 or 17.14 % contains of *negative politeness strategy* , 11 or 31.42 % contains of *bald-on record politeness strategy*, and 3 or 8.58 % contains of *off-record politeness strategy* used by female.

Therefore, the table above answer the third research question that politeness strategy mostly used in mix-group is positive politeness. The used of positive politeness politeness strategy showed the belonging, closeness, solidarity between S and H .

Table 2. Sub-strategies of Positive Politeness used by mixed-group in *The Apprentice Episode 5*

No	Sub-strategies of Positive Politeness Strategy	Frequency		Percentage	
		Male	Female	Male	Female
1	Assume and assert	-	1		6.66 %
2	Include both S and H	4	5	36.37 %	33.33 %
3	Assert of presuppose S's knowledge of and concern for H' want	1	-	9.09 %	-
4	Use in group identity marker	2	-	18.18 %	-

5	Joke	1	1	9.09 %	6.66 %
6	Avoid dissagreemnet	2	1	18.18 %	6.66 %
7	Give or ask for reason	1	1	9.09 %	6.66 %
8	Notice, attend to H	-	1	-	6.66 %
9	Offer, promise	-	3	-	20 %
10	Be optimistic	-	1		6.66 %
11	Intensify interest to H	-	1		6.66 %
Total		11	15	100 %	100 %

Based on the table above, it can be seen that there are 11 sub-strategies of positive politeness used by mixed-group in *The Apprentice Episode 5*. The most sub-strategy of positive politeness strategy used by mixed-group is Include both S and H with the highest frequency for male 4 (36.37 %) while the female 5 (33.33 %).

4.3. DISCUSSIONS

4.3.1 Sub-strategies of positive politeness strategy used by male group (Versacorp) in *The Apprentice Episode 1*

In male-male interaction of Versacorp Group, *positive politeness strategy* becomes the most-used by the male group with the highest frequency 12 (40 %) of 30 frequencies . They mostly used positive politeness strategy in their conversation to make a good relationship with the group members. According to Brown & Levinson (1987), positive politeness strategy confirms that the relationship is friendly and expressing interest. It also shows that the hearer has desire to be respected.

Then, the most dominant sub-strategy found is *Include both S and H* with the highest frequency 4 (3.3 %) of 12 utterances. In their utterance, they mostly used form ‘we’ than ‘I’ to convey that S and H are the cooperators in the activity. According to Brown & Levinson (1987) , sub-strategy Include Both S and H in the activity is the strategy which the S uses an ‘we’ form’ than ‘I’. It is also attempts to involve H and S into the activity

Data 1 :

“We can make something real easy like the B.M.A. Corporation. or something—Businessmen Associated”

This utterance contains suggesting directive speech act because S suggests a name for their group name to the hearers. This type of utterance can be categorized into positive politeness strategy by using sub-strategy (12) Include both S and H. In this case, S and H are gathered to make a decision about their group name. David as the S suggest a name for their group name to his teammates (H). In his utterance, S used ‘we’ instead of ‘I’ to convey that S and H are cooperators in the activity.

Data 2

“Now we’re gonna go get our cups and supplies.”

This utterance contains requesting directive speech act because S requested H to get the cups and supplies for sell the lemonade. This type of utterance can be categorized into positive politeness strategy by using sub-strategy (12) Include both S and H. In this case, S and H are making strategy before selling the lemonade. Troy as the project manager (S) requests his team (H) to get the cups and supplies. In his utterance, he used ‘we’ instead of ‘I’ to convey that S and H are cooperators in the activity.

Data 3

“We’re gonna go to new location. Set up and just huste where we can.”

This utterance contains ordering directive speech act because S ordered H to set up because they are gonna to new location. This type of utterance can be categorized into positive politeness strategy by using sub-strategy (12) Include both S and H. In this case, when the selling lemonade is dying slow. Troy (S) ordered his group (H) to getting ready to the new place. In his utterance, Troy used 'we' instead of 'I' to convey that S and H are cooperators in the activity.

Data 4

"Here's what we need, guys. We got the last 60 minutes. Obviously we gotta rally together. Let's go sell. Let's get it all done."

This utterance contains ordering directive speech act because S ordered H to gotta rally together to sell the lemonade. This type of utterance can be categorized into positive politeness strategy by using sub-strategy (12) Include both S and H. In this case, Troy (S) wants his team (H) to gotta rally together because they only have last 60 minutes for selling the lemonade. In his utterance, S used 'we' instead of 'I' to convey that S and H are cooperators in the activity.

4.3.2 Sub-strategies of negative politeness strategy used by female group (Protege) in *The Apprentice Episode 1*

In female-female interaction of Protege Group, *negative politeness strategy* becomes the most-used by the female group with the highest frequency 9 (23.33 %) of 30 frequencies. They mostly used negative politeness strategy in their conversation to make the group members doing something in-non imposing way. According to Brown & Levinson (1987), negative politeness strategy is mainly focus to avoid confrontation between the two participants. It's oriented mainly toward partially satisfying the H's negative face.

Then, the most dominant sub-strategy found in female-female interaction is *Be Pessimistic* with the highest frequency 4 (44.5%) of 9 frequencies. According to Brown and Levinson (1987), *Be Pessimistic* strategy gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of S' utterance act obtain.

Data 1 :

"I really didn't appreciate being told. I was the one in charge, but then being said, this is what we're doing. I don't want to be in charge. I want us all to have our own thing."

This utterance contains begging directive speech act because S begged the H. This type of utterance can be categorized into negative politeness strategy by using sub-strategy (3) Be Pessimistic. In this case, Ereka (S) wants her team (H) to carry a table, but they don't want to. So, in her utterance S explicitly expresses her feeling to make H (teams) follow her rule.

Data 2

"I-I I ove that these people are Iike, tell them what to do, but then they're Iike, this is what we're doing!"

This utterance contains demanding directive speech act because S demanded H to follow what S wants. This utterance can be categorized into negative politeness strategy by using sub-strategy (3) Be Pessimistic. In this case, S indirectly expresses her feeling to make H doing what S wants in non-imposing way. In her utterance shows that S be pessimis about their conditions or situation.

Data 3

"Just please get in touch with us. We have no idea where you are right now. And we're really [Beeps] concerned"

This utterance contains requesting directive speech act because S urged H to follow what S wants. This utterance can be categorized into negative politeness strategy by using sub-strategy (3) Be Pessimistic. In this case, Ereka and the other members

except Amy and Kristi are lost. So, Ereka called Amy and Krsiti. In her utterance, Ereka (S) indirectly expresses her feeling to make H doing what S wants in non-imposing way.

Data 4

“I want to know why you guys are complaining about me. Collectively, you haven't gelled with us”

The utterance contains *asking* directive speech acts. This type of utterance can be categorized into negative politeness strategy by using sub-strategy (3) Be Pessimistic. In this case, when Tammy was having a lunch while the others keep selling the lemonade, she feels that the team are upset wit her. In her utterance, Tammy (S) explicitly expresses that team (H) should not be complained about what she was doing.

4.3.3 Sub - strategies of positive politeness strategy used by mixed-group in *The Apprentice Episode 5*

In mix-group interaction of Versacorp & Protege Group both male and female most-used the same strategy which is *positive politeness strategy* with the highest frequency 11 (47.82%) used by male, while 15 (42.86 %) of 30 frequencies used by female. They mostly used positive politeness strategy in their conversation to make a good relationship between contestants.

Then, the most dominant sub-strategy found in mix-group interaction is *Include Both S and H* with the highest frequency 4 (36.37 %) of 11 frequencies used by male, while 5 (33.33 %) of 15 frequencies used by female. According to Brown & Levinson (1987), sub-strategy *Include Both S and H* in the activity is the strategy which the S uses an ‘we’ form’ than ‘I’. It is also attempts to involve H and S into the activity

These are examples of sub-strategy (12) *Include both S and H* used by male contestants in mix-group interaction.

Data 1

“That’s not bad. We’re getting ‘em for just over a dollar a shit”

This utterance contains of recommending directive speech act. This type of utterance can be categorized into positive politeness strategy by using sub-strategy (12) *Include both S and H*. In this case, when Nick (S) was talking with Bill (H) about getting t-shirt by phone. In his utterance, S used ‘we’ when he really means ‘I’ to convey that they (S & H) are the cooperators

Data 2

“No, I got it. Just think about how we can rig something—we need a garment rack.”

This utterance contains excusing directive speech act. This type of utterance can be categorized into positive politeness strategy by using sub-strategy (12) Include both S and H. In this case, Nick (S) was talking with Katrina (H) about a garment rack. In his utterance, S used ‘we’ than ‘I’ to convey that they are cooperators in the activity.

Data 3

“We can sell till 5.00, right ?”

This utterance contains asking directive speech act. This type of utterance can be categorized into positive politeness by using sub strategy (12) Include both S and H. In this case, Nick (S) asked some feedback from Katrina (H). In his utterance , S used form ‘we’ that he really means ‘I’ to convey that they are cooperators in the activity.

Data 4

“Sometimes instead of making a dollar a pop, we need to make ten dollars a pop”

The utterance contains *advising* directive speech acts because S give advice to H. This type of utterance can be categorized into *positive* politeness strategy by using sub-strategy

(12) Include both S and H in the activity. In this case, Troy (S) used 'we' than 'I' in his utterance to convey that they are cooperators.

These are example of sub-strategy (12) Include both S and H used by female contestants in mix-group interaction.

Data 1

"Ribbons? Here we go"

This utterance contains *inviting* directive speech acts. This type of utterance can be categorized into *positive* politeness strategy by using sub strategy (12) Include both S and H. In this case, when Versacorp want to go to store, Amy (S) was pointing the way to the ribbon's store to the team (H). In her utterance, s used 'we' than 'I' to convey that they are cooperators.

Data 2

"What do you think our strategy should be ?"

This utterance contains asking directive speech acts. This type of utterance can be categorized into positive politeness by using sub-strategy (12) Include both S and H. In this case, when Amy and Bill are selling, Amy (S) asked Bill (H) about the strategy. In her utterance , S used 'our' to convey that they are (S & H) are the cooperators in the activity.

Data 3

“What about if we buy, um, dirt,... in like—we can just get plastic Baggies. And we can buy a package of seeds”

This utterance contains suggesting directive speech act. This type of utterance can be categorized into positive politeness by using sub-strategy (12) Include both S and H. In this case, Troy, Kwame (H), and Jessie (S) were discussing about what they want to buy to resell. In her utterance, S used ‘we’ when she really means ‘me’ to convey that they are cooperators.

Data 4

“This is—I mean, “do we move outside? What do you think? What happens if it clears up outside? Should we just stay inside?”

This utterance contains asking directive speech act. This type of utterance can be categorized into positive politeness by using sub-strategy (12) Include both S and H. In this case, when Heidi (S) answered Kristi’s (H) question, she used form ‘we’ than ‘I’ to convey that S and H are the cooperators in the activity.

Data 5

“We gotta get out here. This is where the traffic is. We gotta make a decision fast”

This utterance contains admonishing directive speech act. This type of utterance can be categorized into positive politeness by using sub-strategy (12) Include both S and H. In this case, when Heidi (S) and Omarosa(H) check out the outside, Heidi used ‘we’ than ‘I’ in her utterance to convey that they (the team) are the cooperators in the activity.

4.3.4 Similarities and Differences

From the findings and discussion above, it can be seen that in *The Apprentice Season 1 Episode 1*, male and female group used different politeness strategy. Male group (Versacorp), they mostly used positive politeness strategy than other politeness strategies because the contestants are feel comfortable with the other members. Also, they want to make a good relationship with the group members. Meanwhile, Female group (Protege), they mostly used negative politeness strategy than other politeness strategies because it’s the first time the contestant know each other. Also, they mostly used negative politeness to saying something in non-imposing way. So, it can be the differences between male and female in order used the politeness strategy.

In *The Apprentice Season 1 Episode 5*, where the contestants got reshuffled, there are no significant difference because both male and female are mostly used the same politeness

strategy, which is positive politeness strategy. So, it can be the result of the similarities between male and female in the used of politeness strategy.

The implication of used of positive politeness showed the belonging, closeness, solidarity between interlocutors. Then, the used of negative politeness showed the distance, impersonality, distance between interlocutors, and also indicates the avoidance behaviour or that of redressing a difficult a situation.

CHAPTER V

CONCLUSION & SUGGESTION

5.1. CONCLUSION

In this study, the writer analyzes the utterances based on the directive speech acts used by the contestants in one of famous reality show in USA, *The Apprentice*. The analysis including politeness strategies and sub-strategies that mostly used by the contestants. Briefly, politeness strategies are categorized into four categories which are positive politeness strategy, negative politeness strategy, bald-on record strategy, and off-record strategy. Then, each strategies have sub-strategies.

As the previous chapter of finding and analysis has shown, in *The Apprentice Season 1 Episode 1* , when the contestants are divided into group based on gender (all male group and all female group), the contestants used the different strategies. Male contestants most used positive politeness strategy. Meanwhile, negative politeness strategy is the most used by female contestants. Then, in *The Apprentice Season 1 Episode 5*, when the contestant got reshuffled (mixed group), both male and female contestants mostly used positive politeness strategy.

The similarities between male and female in used of politeness strategy is both male and female used the same strategy when they got reshuffled, which is positive politeness. Meanwhile, when they (all the contestant) were divided into group based on gender, both male and female used different strategies.

Male group mostly used positive politeness and female group mostly used negative politeness.

The used of positive politeness indicates the belonging, closeness, solidarity between interlocutors. Then, the used of negative politeness indicates the distance, impersonality, distance between interlocutors, and also showed the avoidance behaviour or that of redressing a difficult a situation.

5.2. SUGGESTION

Through this study, it can be seen that the used of politeness not only can found in daily life, but also in the TV shows like *The Apprentice*. Based on gender, the used of politeness strategies also can be same or different depends on with whom, where , and how the environmnet when we are talk or speak. In this case, based on this study it is hoped that people especially male and female who dealing with business world can know the appropriate kind of politeness strategies that is suitable to be used while communicating to same or different gender.

For the further researchers who interested in politeness strategies, it is hoped that they analyse politeness strategies through other sources such as through *The Apprentice* from another country such as *The Apprentice UK*, *The Apprentice Asia* or another reality shows, movie, magazine, novel, short story and other literary works. Moreover, it is also hoped that this study can be a good guidance for further researchers in conducting their researches.