

# CHAPTER 1

## INTRODUCTION

The research's introduction is presented in chapter 1. This chapter is divided into five sections. The first section is the Research Background. The background information related to the problems and concerns is covered in this section. The second section is the Research Problem, which contains questions that need to be answered in this study. The purpose of this study is discussed in the third section. This section mentions the main purpose of the study. The study's scope is covered in the fourth section. The fifth section is the study's significance, which includes the information on this study's advantages.

### 1. 1. Background Of Study

Politeness is an important term in pragmatics since it is a fundamental aspect of using language in social interactions. According to Crystal (1997), the term "politeness" relates to language features related to social practice values, such as etiquette, relation, distance, and deference. Gunawan (2014) also stated that language politeness is not only related to understanding how to say how are you, thanks, and sorry, but also related to the need to understand social values in society. In other words, Ratih (2018) stated that polite language can help to minimize miscommunication in conversations, by expressing politeness strategies or good manners toward others.

Referring to Brown and Levinson (1987), politeness strategies are certain strategies to minimize acts that primarily threaten either the speaker's face or the hearer's face. The face is derived from Goffman (1967) which relates the concept

of face up to feelings of embarrassment, humiliation, or "losing face." This kind of politeness, which is common in some cultures, can help to avoid social interaction interruptions. Moreover, in addition to everyday communication, politeness can also be demonstrated in other contexts, such as talk shows. A talk show, according to Timberg, Erler, and Newcomb (2020), is structured television discussion, whether an act or a conversation. A talk show is anchored by a host or a team of hosts. The host has the responsibility to guide and set limits on the talk show. A talk show is spontaneous, but also structured. Whether it's live, taped, or rebroadcast, a talk show preserves the appearance of present tense (Theresa, 2020). Indah (2021) stated that there are several factors that can affect the success of a talk show, such as style, theme, and the conversation between the people taking part. Since the conversation is such an important aspect of the talk show, it must go properly. To have a good and appropriate conversation, politeness strategies can be employed as communication strategies in talk shows. So therefore, the talk show conversation can be examined from the perspective of politeness strategies. People can learn how to have good manners and show respect to someone with others by seeing politeness strategies on talk shows. However, there are various talk shows that demonstrate politeness strategies in conversation.

The Late Late Show with James Corden is one of the talk shows that covers politeness strategies. The Late Late Show with James Corden is an American late-night talk show hosted by James Corden, the British comedian, famous for his casual Carpool Karaoke series. This study attempts to analyze the usage of politeness strategies, which was used by Prince Harry as a guest in *An*

*Afternoon with Prince Harry & James Corden* show which was uploaded on YouTube on 26 February 2021. This episode is one of the most popular episodes on The Late Late Show with James Corden.

The writer found that there are several studies that have been conducted by previous researchers. The first research was conducted by Gotosa & Kadenge (2016). Their study analyzes how Shona-speaking couples used politeness strategies. The researchers want to show how culturally specific politeness strategies can potentially reduce violence between interactional partners, particularly in terms of how they improve clear communication, prevent crisis and disruption, and maintain societal peace and friendliness. Brown and Levinson's politeness theory's and analytical methods are used to investigate the politeness strategies. The researchers try to emphasize the value of communication and the use of linguistic strategies as measures for reducing partner domestic violence. The researchers discovered that there are a number of politeness strategies that characterize the sensibility and values of the Shona society, which ought to be preserved.

Secondly, Ruansyah (2018) analyzed *Ellen Degeneres' Reality Talk Show*: the host's politeness strategies by using Brown and Levinson's politeness strategy theory. The writer used data from the transcript of Ellen Degeneres Talkshow. In his study, the researcher found that when communicating with the guest star on The Ellen Show, Ellen Degeneres uses four different types of politeness strategies. They are off-record strategy, bald-on record, positive politeness, and negative politeness. Additionally, the researcher discovered that using politeness strategies helps everyone learn to accept others and strengthen interpersonal relationships.

Miller-Ott & Kelly (2017), in their research entitled *A Politeness Theory Analysis of Cell-Phone Usage in the Presence of Friends Aimee*, used politeness theory by Brown & Levinson (1987) to analyze transcripts of focus groups in which college students talked about how they felt about friends using their phones while they were around one another and how they reacted to it. They discovered that participants frequently employed hybrid politeness strategies to cope with both positive and negative face threats. However, they also frequently employed bald-on-record and going-off-record strategies in addition to refraining from acting in a face-threatening act.

Eni Dharmayanti, Sukarini & Weddha Savitri (2018), in their research examine the various politeness strategies employed in the script for Barack Obama's interview on Ellen DeGeneres' talk show and note the variables that influenced the choice of strategies. Brown and Levinson's theories were the ones used to support their research (1987). They found that the most frequent politeness strategy used is positive politeness strategy in two episodes of the Ellen DeGeneres talk show with Barack Obama as a guest.

Neda Kamehkhosh (2020), in her research examines how British and Persian cultural values influence the style of interpersonal interactions in the family setting, as well as how each culture views politeness. Furthermore, this study also analyzed the politeness strategies and norms by focusing on a few speech acts that are commonly used in everyday communications, such as addressing, asking for a request, thanking, and complimenting. The result of this study presents that there is a difference in understanding of politeness for British

and Persian. Thus, in communicative behavior, people are guided by their cultural values and notion of politeness.

Caplan & Samter (2021) investigated individuals' perspectives of support messages containing various politeness strategies and face threats. They investigate whether people's preferences for different sorts of supportive message features differ by age or cohort. They used data from undergraduate students and older adults, representing two separate age groups. The researchers used a mix of positive and negative politeness strategies in support messages to see if there were any main effects, as well as any possible interaction effects, on recipients' judgments of message quality. The results show that positive-politeness strategies were more significant on the evaluations by younger participants than on evaluations by older adults. Negative politeness strategies appeared to be unrelated to people's evaluations of helpfulness and sensitivity across both age groups. Furthermore, positive politeness, rather than negative politeness, may have been more efficient in addressing negative-face needs.

Based on previous study, the writer found that the purpose behind employing politeness strategies is the relationship between language and gender, age, social conditions, and solidarity. However, those previous studies provided sufficient information and references on politeness strategies. Moreover, such studies enabled the author to fully comprehend and analyze the politeness strategies used by Prince Harry in *The Late Late Show* with James Corden. Given that, politeness strategy is an important subject in communication. Politeness is an interesting topic to address because effective communication requires politeness on the aspect of the speakers. According to Brown and Levinson (1987),

politeness theory is based on the concept that people have a social self-image. "Face" is another term for this sense of self-image. Brown and Levinson explain further that face relates to the social self-image that everyone strives to maintain.

Based on the reasons above, this study focuses on the use of politeness strategies by Prince Harry in The Late Late Show with James Corden. The data was taken from a transcript from episode James Corden when interviewed Harry in The Late Late Show with James Corden. The reason why the writer chose to identify politeness strategies in talk shows is that the writer wants to know the types of politeness strategies used by Prince Harry in The Late Late Show with James Corden. In addition, some netizens wrote in the comments section that Prince Harry's utterances were very polite, down-to-earth, and supportive.

Therefore, the writer examined the Late Late Show with James Corden because on this talk show, the guest is Prince Harry who is considered to show politeness in his speech. The writer wants to find out how Prince Harry, The Duke of Sussex, attitude when having a conversation and taking part in a humorous feature with The Late Late Show host, talked candidly about his life as a royal, his move to LA, and what he thinks about The Crown. There are various politeness strategies used by Prince Harry to reduce the threat of the interlocutor's face.

Thus, the writer applies the theory of politeness strategies by Brown and Levinson (1987). The source of the data of this study is a YouTube script from *An Afternoon with Prince Harry & James Corden* talk show.

## **1. 2. Research Questions**

1. What are Brown and Levinson's politeness strategies used by Prince Harry in The Late Late Show with James Corden?
2. How Prince Harry used the utterance to reduce the threat of interlocutors in The Late Late Show with James Corden?

## **1. 3. Purpose of the Study**

1. To identify what kind of Brown and Levinson's politeness strategy used by Prince Harry in The Late Late Show with James Corden.
2. To analyze how Prince Harry used the utterance to reduce the threat of interlocutors in The Late Late Show with James Corden.

## **1. 4. Scope**

Politeness strategies can occur not only in daily communication but also in talk show programs as well. In this study, the writer attempts to find out the usage of type of politeness strategies in The Late Late Show by James Corden which was expressed by Prince Harry as the interviewees. The aspects that will be observed are the usage, and how Prince Harry used the utterance to reduce the threat of interlocutors during the talk show.

## **1. 5. Significance**

The results of this study is expected to increase knowledge about politeness strategies. The result of this study is also expected to contribute to the field of linguistics. This study also expected to become knowledge for further

research so that further research could investigate and explore in more depth and varying the other linguistic fields.

Practically, this study is expected to make the reader learn about politeness strategy in more depth through the talk show that became the object of this study, so it can be applied in real life and increase awareness about the importance of politeness in communication.

