CHAPTER I

INTRODUCTION

This chapter draws explanation about the background of the study, the problems of the research questions, the purpose of study, the significance of study, and the scope and limitation of the study.

1.1   Background of the Study

Politeness, as it is commonly understood, is the pragmatic application of good manners or etiquette. Its primary goal is to make one's conversation partner (or occasionally a third party) feel relaxed and comfortable, so that a cooperative common ground emerges for the smooth functioning of activities or simply for pleasant social co-existence (Brown & Levinson, 1987). The forms, functions, and uses of linguistic politeness constitute very important aspects of communication, discourse analysis, pragmatics, and sociolinguistic studies. Brown and Levinson (1987 [1978]) remains the most thought provoking and influential starting pointfor studying linguistic politeness across cultures and societies. Yet critics (e.g., Eelen, 2001; Ide,1989; Matsumoto, 1988, 1989; Mills, 2003; Watts, 2003) have pointed out its various short-comings, charging that it suffers from Western bias and sometimes that the Brown and Levinson model uses a half-baked concept of politeness (see chapter III for detailed criticism). Brown and Levinson's

model has been criticized particularly for its understanding of the concept of face, as well as its assumption of individualistic and egalitarian motivations, as opposed to the more collective hierarchy-based ethos of Eastern societies. However, in a relatively recent study, Leech (2007) argues that there is no East-West divide in politeness, although he acknowledges that there may be qualitative and quantitative parametric variations in observations of linguistic politeness across different societies and cultures.

As mentioned above, the Brown & Levinson (1987) account of politeness strategies has also been under discussion in politeness research. It has been criticized as overly pessimistic view of social interaction. For example, Nwoye (1992:311) states that according to the Brown & Levinson interpretation of politeness, 'social interaction becomes an activity of continuous mutual monitoring of potential threats to the faces of the interactants', and if this view were always true, it 'could rob social interaction of all elements of pleasure'. Werkhofer (1992:156) argues that the Brown & Levinson account of politeness is essentially individualistic: it presents the speaker as a rational agent who at least during the generation of utterances is unconstrained by social considerations and is thus free to select egocentric, asocial and aggressive intentions.

Politeness is a communication strategy that people use to maintain and develop relationships (relation goal) and language is the most important tool for human being to interact with others, because we are social creatures. For

that reason, that is why it is important to understand the norms of politeness when we are conversing with others. Gumperz (1987) adds that because their status as universal principles of human interaction, politeness phenomena by their very nature is reflected in language. So, people might know whether one is being polite or impolite through the way he/she speaks. Holmes (1995: p, 4) says that, "politeness is an expression of concern of the feeling of others". Thus, through politeness people express their feeling and apprehension, whether it is negative or positive emotion.

Linguistically, people can show their politeness through words choices they employ in an interaction. For instance, people often use hedges before uttering a request, such as, "I think…". By using this initial clause, a speaker can avoid possibilities that his/her request would be rejected and also prevent risks of insulting his/her interlocutor. Another example, people might start conversation with their close friends by calling their nicknames, for example, "Hey, love bug, don't forget to come to my party this Saturday night, okay?" the expression Love bug shows intimacy between the interactants and it is counted as a politeness strategy (Kwon & Ha, 2008).

According to Brown and Levinson (1993:1) politeness strategies are developed in order to save the hearer's "face". Face refers to the respect that an individual has for him or herself maintaining that "self-esteem" in public or in private situations. Usually person tries to avoid embarrassing to other person, or make them feel uncomfortable. Face Threatening Acts (FTA's) are

acts that infringe on the hearers need to maintain his or her self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's. There are four types of politeness strategies, described by Brown and Levinson that sum up human "politeness" behavior. The strategies are bald on record, positive politeness, negative politeness, and off record. As the speaker doing the FTA's, it will reflect to the speaker's feeling and influencing the speaker's responds. The four types of politeness strategies are used by the interactants in order to avoid FTA or at least minimize a possible threat uttered by the interactants.

In mass media, especially in electronic media, such as in television, to be specific in a television interview or talk show, politeness strategies are employed by interviewers to make a frozen situation between them and interviewees become melting and livelier so that the conversation can flow harmoniously. Politeness strategies are also employed by the interviewees to answer threatening questions from the interviewer in order to prevent the risk of face loss (Watt, 2003).

In a talk show program broadcasted in the television, the concept of "face" is prominent since it is watched by many people. The person talking on the talk show has place of self-image that he/she wants to remain good. Thus, he/she will take another person's feeling into consideration in order to save each other's face. In asking and responding to the questions, both the host and

the guest tend to save their face by applying a certain politeness strategy to reduce the potential threat through their utterances.

The Late Night Show with Jimmy Fallon is an NBC talk show hosted by Jimmy Fallon. The third incarnation of NBC's *Late Night* franchise, Fallon's show debuted on March 2, 2009 after previous host Conan O'Brien left *Late Night* to host the *The Tonight Show* and become one of the most famous and well-preserved talk shows. Jimmy Fallon as the host for this program for more than three years, showed his capability in coping up with the guests with such sarcasm yet humorous annotations.

On April 24 2012 episode of *The Late Show with Jimmy Fallon*, President Obama opened the interview by arriving to "slow-jam the news", a regular segment on Fallon's show and sat down with the late-night host to discuss the proposal for lower-rate student loans, the secret service prostitution scandal and his impressions of likely GOP rival Mitt Romney. Since social status of Barrack Obama as the first person of the United States, it will be appealing to analyze certain strategies applied by both Jimmy Fallon as the host and Barrack Obama as the guest to maintain each other's face.

Based on the background above, this study aims to investigate the acts of saving face used by the host and guest in a talk show program *The Late night Show with Jimmy Fallon*. The researcher focuses on analyzing the strategies used by Barrack Obama as the guest as well as the host Jimmy Fallon to minimize the threat including in their utterances in order to save

each other's face. Moreover, the researcher also investigates what factors are influencing the choice of politeness strategies employment by both the host and the guest in the Late Night Show with Jimmy Fallon as the result of employing certain politeness strategies.

1.2   Research Question

In analyzing the talk show script there are some problems that were formulated to the use of politeness strategies in Jimmy Fallon' talk show:

1. What types of politeness strategies are employed by Jimmy Fallon as the host and the guest Barrack Obama to save each other's face through their utterances?

2. What are factors influencing the choice of politeness strategies employment by both the host and the guest in the Late Night Show with Jimmy Fallon?

1.3   Purpose of the Study

Based on the background of the problem above, these are problems arise:

1. Analyzing the use of politeness strategy employed by Jimmy Fallon as the host and Barrack Obama as the guest to save each other's "face" through their utterances.

2. Finding out what factors are influencing the choice of politeness strategy employment by both the host and the guest in the Late Night Show with Jimmy Fallon as the result of employing certain politeness strategy.

1.4   Scope of the Study

The writer limits the study by analyzing conversation including both Jimmy Fallon as the host and Barrack Obama as the guest using Brown and Levinson's politeness theory and sociological factors influencing the choice of politeness strategies use. The researcher analyses utterances containing politeness strategies uttered by both the host and the guest in the Talk Show in order to find out what type of politeness strategies are employed by Jimmy Fallon as the host and the guest Barrack Obama to save each other's face through their utterances and what social factors which are influencing the choice of politeness strategies use. Thus the writer only analyzes the utterances of Jimmy Fallon and Barrack Obama. Conversation with other participants such as music instrument and player and audiences will not be analyzed. Due to limited time that the writer has, paralinguistic elements such as gesture, intonation and other non-verbal actions will not be analyzed.

1.5   Significance

This study is expected to broaden knowledge in studying pragmatics and sociolinguistics especially about politeness strategy and to assist the

students who want to comprehend and develop the study of linguistics in English Department UNJ. It is also enhancing the studies of language in conversation in talk show.

1.6   Previously Related Study

There are some related studies that published previously. One of those studies is about "Politeness, Face and Facework: Current Issues" conducted by Liisa Vilkki from University of Helsinki in 2009. She conducted the study using Brown and Levinson's theory and concluded that the notions of politeness strategies and face should not be equated and the commonsense and the theoretical notions of politeness should be distinguished.

There are also researchers conducted on politeness. In 2009, Katherine Matsumoto-Gray conducted a study to analyze politeness as a face-threat mitigating strategy in increasingly imposing questions. She concluded that B&L's model increasing rank of imposition will lead to increased politeness; decreased social distance will lead to decreased politeness; greater power of interviewee will lead to decreased politeness.

The latest research on politeness was conducted by Luh Putu Ayu Adhika Putri from Udayana University in 2012. She analyzed the use of language politeness in the talk show with Oprah Winfrey featuring Ricky Martin by Using Brown and Levinson's theory. She concluded that politeness strategies and the choice of strategies have a correlation whether when speak

to female or male person or have a close relation or not they always try to be polite in all situations.

In this study politeness strategy in Jimmy Fallon Show interview with Barack Obama is analyzed by Brown and Levinson's theory of politeness strategies and sociological factors influencing the choice of politeness strategies use. This study is intended to analyze the politeness strategies used by the host and the guest as the result of their utterances and the writer analyses the social factors influencing the use of politeness strategies by both the host and the guest.