

## CHAPTER IV

### FINDINGS AND DISCUSSION

This chapter contains data description and findings and discussion of politeness strategies and the social factors used by the host and the guest in a talk show “*The Late Night Show with Jimmy Fallon*” season 1 episode 658 aired on April 24, 2012.

#### 4.1 Data Description

The sources of the data in this study are transcriptions of the interaction between the host and the guest in a talk show program *Late Show with Jimmy Fallon* season 1 episode 658 with Barack Obama as the sole guest. The data taken from the show aired on April 24, 2012 will be analyzed based on the given theories in the chapter 2.

The data that the writer analyzes are only utterances showing politeness strategies, they are: the host’s utterances, the guest’s utterances. Thus, prior to the analysis, the writer firstly eliminated the utterances of the audience and the music instrument player. The utterances consist of single words, phrases, clauses, simple sentences and complex sentences.

The analysis is divided into two parts. The first analysis is concerning on the strategies used by both the host and the guest to save each other’s “face” from the possible threats through their utterances when asking and answering

questions. The second is the analysis of which social factors that influencing the use of politeness strategies by both the host and the guest.

The utterances are taken from the interaction between the host Jimmy Fallon and the guest Barack Obama. On the show, Barack Obama discussed his proposal for lower-rate student loans, the secret service prostitution scandal and his impressions of likely GOP rival Mitt Romney. Here is the list of the interactants of the conversation:

**Table 4.1 The List of Interactans of the Conversation**

No	Name	Position	Profession	Initial
1.	Jimmy Fallon	Host	Journalist	JF
2.	Barrack Obama	Guest	The US President	BO

The writer only analyzed the utterances indicating the use of the strategies of saving face. There are some criteria in determining utterances containing threat to the face as the writer stated in chapter two. These are some examples of face threatening acts as stated by Brown and Levinson (1987):

**Table 4.2 Models of FTA proposed by Brown and Levinson**

<b>Affecting Hearer</b>	<b>Negative Face</b>	<b>Positive Face</b>
	Orders/requests	Disapproval/criticism/contempt/ridicule/
	Suggestions/advice	Complaints/reprimands/accusations/insults
	Reminders	Contradictions/disagreements/challenges
	Threats/warnings/dares	Violent emotions
	Offers	Irreverence/taboo
	Promises	Bad news/boasting
	Compliments/envy/admiration	Emotional/divisive subject matter
	Strong negative emotions	Non-co-operation
		Inappropriate terms of address
<b>Affecting Speaker</b>	<b>Negative Face</b>	<b>Positive Face</b>
	Acceptance of thanks/apology	Acceptance of compliment
	Excuses	Breakdown of physical control
	Acceptance of offers	Self-humiliation/deprecation

	Responses to hearer's faux pas	Confessions/admissions of guilt
	Unwilling/reluctant promises/offers	Emotional leakage/non-control of laughter/tears

After analyzing the politeness strategies used by the interactants as a way to save their face, the writer analyzed the utterances containing politeness strategies in order to find out on how sociological variables can influence the use of request patterns in social activities. There are some criteria in determining the factors that influence to that face-threatening involve three fundamental sociological variables: the social distance (D) between the participants, the power (P) that the addressee has over the speaker, and the ranking of the imposition (R) expressed in the utterance in the relevant culture.

- 1) Social distance refers to the relationship between the interlocutors. If two people are very close, they would have a low degree of social distance. Two strangers would typically have a high degree of social distance. In most varieties of Spanish, higher degrees of social distance result in the use of more formal language.
- 2) Power refers to the power relationship between two interlocutors. You will typically find yourself in three types of power relationships. In the first, you would have equal power with the person you are talking to (e.g., a friend or colleague). In the other two, you would either have more power (e.g., as a

boss, instructor) or less power (e.g., employee, student) than the person you were talking to.

- 3) Rank of imposition refers to the importance or degree of difficulty in the situation. For example, in requests, a large rank of imposition would occur if you were asking for a big favor, whereas a small rank of imposition would exist when the request is small. In Spanish, high ranks of imposition tend to require more formal and complex language structures.

#### 4.2. Findings

Based on the analysis, it is found 183 use of politeness strategy in the talk show *The Late Night Show with Jimmy Fallon* in the episode featuring Barack Obama as the guest. The results of the analysis are presented in the table and the chart below:

**Table 4.3 Politeness Strategy in “The Late Night Show with Jimmy Fallon”  
season 1 episode 658 featuring guest Barack Obama**

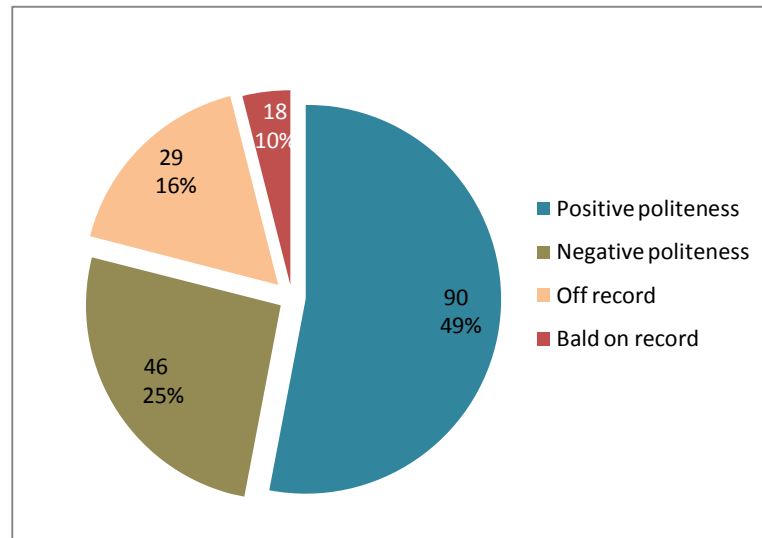
No	Types Politeness Strategy	Total	Percentage
1.	Bald On-record	18	10%
2.	Positive Politeness	90	49%
3	Negative	46	25%

	Politeness		
4.	Off Record	29	16%
<b>Total</b>		<b>183</b>	<b>100%</b>

**Table 4.4 The social factors of politeness strategies in “The Late Night Show with Jimmy Fallon” season 1 episode 658 featuring guest Barack Obama**

Politeness Strategies	Social Factors Influencing the Choice of Politeness Strategies Use			Total	Percentage
	Power	Social Distance	Rank of Imposition		
Bald on-record				2	10%
Positive Politeness				3	15%
Negative Politeness				13	65%
Off record				2	10%
Total				20	100%

**Figure 4.1 Politeness Strategy in “The Late Night Show with Jimmy Fallon”  
season 1 episode 658 featuring guest Barack Obama**



According to the table and the chart above, this analysis found 183 usages of politeness strategies in the talk show of *The Late Night Show with Jimmy Fallon* season 1 episode 658 featuring Barack Obama as the sole guest. It is concluded that all of four types of politeness strategies proposed by Brown and Levinson (1987) are applied by both Jimmy Fallon as the host and Barack Obama as the guest to save their face (public image). There are 18 *bald on-record strategy* (10%), 90 *positive politeness* (49%), 46 *negative politeness* (25%), and 29 *off record strategy* (16%).

Besides analyzing the politeness strategies applied by both interactants, the writer also analyzes the social factors in determining the level of politeness proposed by Brown and Levinson's theory which a Speaker (S) uses to an addressee (H) in order to choose an appropriate politeness strategies to save their public image in the talk show program *The Late Night Show with Jimmy Fallon* season 1 episode 658 featuring Barack Obama as the guest. It is found that as the host Jimmy Fallon has a power over Barack Obama in questioning and responding the guest Barack Obama in carrying the show yet as the civilian Jimmy Fallon has less power over Barack Obama, and as the guest Barack Obama still has a power over Jimmy Fallon since he is a person number one in the country in answering and responding Jimmy Fallon's questions because he is a president.

### **4.3 Discussion**

The discussion of the findings will be divided into two parts. The first is the analysis of politeness strategy applied by both the host Jimmy Fallon and the guest Barack Obama as to maintain each other's face. The second is the analysis of what factors that influencing politeness strategies use by the host Jimmy Fallon and the guest Barack Obama.



### 4.3.1 Analysis of Politeness Strategy

According to the analysis, the four types of politeness strategies proposed by Brown and Levinson (1987) appear in the talk show “*The Late Night Show with Jimmy Fallon*” season 1 episode 658 featuring Barack Obama as the sole guest. There are 18 *bald on-record strategy*, 90 *positive politeness strategy*, 46 *negative politeness strategy*, and 29 *off record strategy*.

#### 4.3.1.1 Bald on-record Strategy

Bald on-record strategy is used when the speaker wants to do the face threatening acts with maximum efficiency more than to satisfy hearer’s face, even to any degree. In the interview transcript of the *Late Night Show with Jimmy Fallon*, this type of the strategy is barely used either by the host Jimmy Fallon and the guest Barack Obama. There are only 18 utterances, 9 utterances belong to the host and 9 utterances belong to the guest, contained this type of strategy appeared during the whole episode. These are the following examples of them:

##### ***Extract 1***

Context: *Jimmy Fallon after small talks to welcome the guest Barrack Obama and start the interview, he asked a question about the show and he asked Obama to be honest*

JF: Yeah, hahaha... **Let’s be honest**, have you ever seen the show?

BO: I love the Jimmy Fallon show. What makes me laugh, you know I don’t get the chance to watch a lot of TV and a lot of movies these days.

JF: Hahaha... thank you.

Considering its illocutionary, JF's utterance above belongs to directive speech act (ordering). JF orders BO to get him be honest about watching his show. JF's utterance contains threat to BO's negative face as a rational agent whose wish is to not be imposed on by others with his right to be free and self determined. In conveying his want, JF uses the first type of politeness strategy, bald on-record strategy. There is no effort in JF's side to reduce the impact of FTA contained in his utterance because of the maximum efficiency of his utterance caused by he wants to know whether Obama really ever seen the show or no.

Beside, this strategy is chosen by JF considering the rank of imposition between him and BO which seems JF was asking for a big favor in his request. In the context of this utterance, JF has bigger request over BO as the host compared to BO as the guest because he is the host of the show whose responsible is to manage the whole things in the show although BO's status as the first person of the country is unbeatable.

It is true that BO as the president of the United States, the country where they live in, has much more power in the real situation, but in the context of this conversation the power of JF is greater because he is the host of the talk show and he holds responsibility and rightful authority of the show. So, in this case, JF has utilized his power to say what he wants to say to BO on record without being afraid of the possibility of BO's retaliation.

### *Extract 2*

Context: *Jimmy Fallon is showing a photo of Barack Obama sitting on the couch in white sheet in a room. The style of Obama looks like a young Niger people then Obama called himself as the Afro.*

- JF: Who is this guy? Who is that?  
 BO: **I want you to notice the Afro.**  
 JF: Yeah, it is pretty nice Afro there.

A photo of BO looks like a young Niger people sitting on the couch in white sheet over it is drawing the participants to look at it moreover when Obama called himself as the Afro. In this conversation, JF brings the photo along with him that night and shows it to BO and the audience. The utterance “I want you notice the Afro” is intended to JF and the other participants as the hearer. The illocutionary act of this utterance is directive (asking). BO asks JF directly to take a look at the photo as he is pointing his photo. In uttering his intention, BO uses bald on-record strategy. This strategy is chosen by BO considering the relative power between him and JF which seems asymmetric. In using this strategy, BO considering his position whose power is greater, as an unbeatable person in the country, than JF’s position.

#### **4.3.1.2 Positive Politeness**

Positive politeness strategies happen when the speaker indicates attention to the positive face wants of an interlocutor. This strategy is often achieved

through shows of friendliness, approving, or including the interlocutor as a friend or as a member of an in-group.

The use of positive politeness is usually found in groups of friends, or where people in the given social situation know each other fairly well. The speaker usually tries to minimize the distance between him and his hearer's by expressing friendliness and solid interest in the hearer's need to be respected (minimize the FTA). Besides, the usage of positive politeness is not only to redress the FTA, but also to indicate that speaker wants to come closer to the interlocutor.

In *The Late Night Show with Jimmy Fallon* season 1 episode 658, this second strategy is the most dominant ones. There are 90 utterances, 74 belong to BO and 16 belong to JF, containing this strategy found in the transcription of the interview. Here are some examples of them:

***Extract 3***

Context: *Jimmy Fallon is welcoming Barack Obama in the beginning show and Obama responds his welcome by pleasuring Fallon's wants.*

JF: Thank you for being here.

BO: **It is good to be here.**

JF and BO are talking a small greeting to the show. BO praises JF by saying something that make JF at ease. This type of utterance can be considered as

the face threatening act because according to Brown and Levinson (1987), compliments, envy, or admiration can threaten hearer's negative face.

To minimize the threat of his utterance, BO chooses the second strategy, namely positive politeness by asserting and presupposing his knowledge and concern for BO's wants. By saying "*It is good to be here*", BO indicates that he and JF are cooperators and he cares about JF's wants and knowledge. This way also can put pressure on JF to cooperate with BO in order to let BO to fulfill what he wants to say to respond JF's statement.

#### 4.3.1.3 Negative Politeness

Negative politeness is used to indicate that the speaker concerns and respects the social distance between him and the hearer. A person makes negative politeness in order to show that he cares and respects the negative face of his addressee that is the wants to have freedom of action and freedom of imposition. A speaker assures that he does not mean to hinder on the addressee's freedom of action and imposition by humbling, being formal, and restraining himself.

Brown and Levinson stated 10 sub-strategies of this type of politeness, but only 4 of them appeared in the talk show *The Late Night Show with Jimmy Fallon* season 1 episode 658. They are: be conventionally indirect, questioning/hedging, be pessimistic, minimize the imposition, and give deference. The writer found that

out of 183 utterances, 46 of them applied this strategy. This is the second most frequently appeared strategy. Here are some examples of them:

***Extract 4***

*Context: This is the infamous segment of the talk show in which Fallon shows an interesting photo of the guest. In this episode, Fallon brings a photo of young Obama sitting on a couch in a classy style.*

- JF: Who is this guy? Who is that?  
 BO: I want you to notice the Afro.  
 JF: Yeah, it is pretty nice Afro there.  
 BO: And then I guess fur on the jacket, on my collar, I think this is a good will purchase.  
 JF: I like is this a Vuitton or Calleb behind you, with the sheet over it... **That's a classy.**  
 BO: **Yeah, why not...**

JF's utterances about his style "That's a classy" may contains threat to BO's face and may be take the damage of BO's negative face which desires not to be imposed or hindered. Thus, to minimize the force of his speech act in order to redress the FTA between him and JF, BO applies the negative politeness strategy.

#### **4.3.1.4 Off Record**

When choosing the off record strategy, the speaker will say something different from what he or she means. Thus, the hearer is expected to make some conclusions to find the meaning. On this strategy, the speaker is removing himself

from any imposition. The main purpose is to take some pressures off the hearer. If speaker wants to do an FTA indirectly, but wants to avoid the responsibility for doing it, he or she must give hints to hearer and hopes that hearer will interpret the real meaning.

In *The Late Night Show with Jimmy Fallon* season 1 episode 658, this strategy appears 29 times. Brown and Levinson stated 15 sub strategies or characteristics of this type of strategy but in this study, only 8 of them appear. They are: *Give hints, give association clues, use contradiction, overstate, use metaphor, be vague, and be incomplete/ use ellipsis*. Here are the following examples of them:

### ***Extract 5***

Context:

JF: As a president, you totally scrutinize all the time. **There is got to be a moment where you do something even if it is a little slip of the trip.**

BO: Yes.

JF: **I mean... George Bush, senior, threw up in Japan.**

BO: That wasn't good.

JF: That wasn't good.

BO: Wonderful man.

JF: He is a great guy. George W choked in a pretzel and had to get the... I know it is fine, that's why I'm laughing.

As a president, Obama has an authority also has to taste the bitterness of it. He obviously has a rush time so he really needs to scrutinize all his time. In this context of the conversation, JF tries to figure out how busy as a president. JF's

utterance is considered as a threat for BO's positive face because JF brings up the news which can make BO feel uncomfortable.

In this kind of situation, JF needs to do a redressive action to save his face in order to defend his self-image in front of the audiences and BO himself. Thus, JF chooses the off record strategy by use metaphor/be ambiguous/be incomplete to the hearers. Fallon implies that as the president, Obama must have a certain time to do a slip trip.

#### **4.3.2 Analysis of Social Factors Influencing the Use of Politeness Strategies (Power, Social Distance, Rank of Imposition)**

A request is a directive act in which the goal of the request utterance is to bring about a future act of the hearer. The term 'direct' and 'indirect' request are assumed to be closely related to the politeness behavior. It has been argued that the notion of indirect style employed in request, indicates the higher level of politeness. This investigation indicates what the request strategies that are influenced by sociocultural factors; distance, power, and rank of the imposition. Indeed, each of these components contributes to the relative seriousness of the face-threatening face (Holmes 2006, p. 687). Thus, it is important to employ the appropriate strategies in communication.



The social factors of power employed by Obama as the greater power over Fallon appeared only 8 times in *The Late Night Show with Jimmy Fallon* season 1 episode 658. The example is as follow:

1. BO: **What are you running for?**
2. BO: **But you didn't think it was that funny?**  
 JF: No... I know that, but maybe we plan it now. This show is not gonna air until after you leave, so you can trip and pull a good one on everybody.

Meanwhile, the social factors of power by Fallon as the greater power over Obama appeared 11 times in *The Late Night Show with Jimmy Fallon* season 1 episode 658. The example is as follow:

1. BO: We go to man-cave, we turn on sport center.  
 JF: **Is that what you do?**  
 BO: Yeah.
2. JF: **Do you watch comedy? Do you watch movies? What makes you laugh?**

Entirely, in terms of power, both interactants seem socially unequal, although Obama is more powerful since he is a higher social standing and status as the person number one in the country than Fallon just as a civilian, but Fallon as the host, has the responsibility to carry the show as he wants.

As for social distance, since both interactants are public figures, not even to meet and hook up each other, it can be read as high. Using language as a tool to reassert himself, he minimizes the D, creates a bit of intimacy and affection in her first attempt to achieve social harmony.

Rank of imposition, which is the degree to which the act required of the hearer is considered as imposition (Chun & Yun, 2010, p.266) and which is culturally determined (Brown and Levinson, 1987) is, estimated to be very low. Accordingly, Obama is making use of the directives in an attempt to show his appealing in answering and requesting Fallon's questions on one hand and to bring Fallon into conversation on the other hand. He adopts a set of politeness strategies to decrease social distance, and to meet the face wants requirements reaching into maintaining friendly social relationships.