REVIEW OF RELATED LITERATURE

Previous Studies on Politeness Strategies

There are many studies discussing about politeness strategies. Most of them used Brown and Levinson’s (1987) theory. These are some studies of politeness strategies, which are coherent with this study:

An analysis of politeness strategies used in Oprah Winfrey’s talk show with Ricky Martin as guest star by Luh Putu Ayu Adhika Putri (2013) has a similar framework with this paper. In her study, Putu Ayu analyzes a script of the talk show star Oprah Winfrey. The script was Winfrey’s utterances that were used to question her guests in different episodes. In an episode with Ricky Martin as the guest star, she classified the data into types of politeness strategies proposed by Brown and Levinson (1978). Strategies that are found in the talk show script are Bald on record, Positive politeness, Negative politeness, and off record. She found that Oprah Winfrey adopts not all types of strategies in the text of the talk show host. However bald on record and negative politeness are used dominantly. The result shows that gender has an important role in Oprah’s use of the politeness strategy. Bald on record are more likely to be used when Oprah addresses the audience and negative politeness are used when Oprah ask Ricky Martin herself.

Another descriptive study was done by Ani Septyaningsih (2007). The discussion and analysis in the study in the film entitled “In Good Company” found that it included the employment of positive politeness strategy by the characters and factors that are influencing the characters to employ this strategy in 29 data. Based on her analysis, the employment of positive politeness strategy has been fulfilled. The film focused on company and family life, so this reveals various situations of politeness strategies. In a company there are positioning such as, superior (boss),
subordinate, partner, client etc. these will be the base of the research causes politeness is important here. From her study, she found that positive politeness strategy is formed to minimize the social distance between or among the participants. Likewise, power rating is not only found when the speaker has lower power than the hearer does, but also found when the speaker has higher power than the hearer. It is because positive politeness strategy is not only used to redress the FTA, but also as the social accelerator which indicates speaker and hearer to get close.

In Sekar Indah Pramadhan (2009) study “Politeness Strategy Used in Kick Andy Talk Show”, she aims to find out how the politeness strategies used and the factors that influenced the speakers in performing such strategies in a talk show. Her study uses qualitative analysis based on the Politeness Strategies Theory proposed by Brown and Levinson. To help analyzing the data, this study applies descriptive qualitative approach. It is found in the dialogues that the three main participants (Andy, JK, and Wiranto) performed politeness Strategy as described by Brown and Levinson. The strategy used here are the bald-on record strategy, positive politeness strategy, negative politeness strategy, and off-record strategy. She also found that most of the politeness strategies used in the talk show was intended to minimize the distance between the host and the guests. As the host, Andy is the one who performed the most strategy during the Talk Show, as the third party of the mediator between the guests and the audience. It can be seen in his overall communicative, directive, and procedural strategy during the talk show.

Before analyzing popular issue-based talk show, discussion on the notion of politeness, face threatening act, politeness strategies, and what is meant by popular issue-based talk show are presented to frame the discussion.
Politeness

In most studies, politeness has been conceptualized as a strategic conflict-avoidance or as strategic construction of cooperative social interaction (cf. Eelen 2001: 21, Vilkki 2006: 2). For example, in the view that the basic social role of politeness, politeness is seen as an ability to function as a way of controlling potential aggression between interactional parties (Brown & Levinson 1987:1). Moreover, Ide (1989:225, 230) also states that politeness is one of many ways to smooth communication. In addition, Leech (1983:17, 82), Vilkki (2006:2) suggests the use of politeness is to avoid disruption and maintaining the social balance and friendly relationship.

The idea that politeness is involved in social indexing may be interpreted as the idea that politeness is socially appropriate behavior and what is socially appropriate depends on the speaker’s social position in relation to the hearer (Vilkki 2006:2). From many studies on politeness, Brown & Levinson’s (1978, 1987) theory of politeness has been the most influential framework so far. Analysis of the linguistic text in this study centers upon the use of strategies of politeness, which is controlled by the rules of politeness and the principle of the face-work and it will be the basis for the discussion of this paper.

Face Threatening Acts (FTA)

Face is the perception of others toward a person as a result of contact. As I mention earlier, face is understood as something that is emotionally invested, and that can be not only lost, but also
maintained or enhanced. Through communication people maintained or enhanced one’s face by employing politeness strategies.

Brown & Levinson’s (1978, 1987) states that every individual has two types of face, positive and negative. They define positive face as the individual’s desire that her/his wants to be appreciated in social interaction, and negative face as the individual’s desire for freedom of action and freedom from imposition. The theory assumes that most speech acts, for example requests, offers and compliments, inherently threaten either the hearer’s or the speaker’s face-wants. For example in a simple compliments like “you look okay on that dress.” May appear threatening the hearer face. On the other hand the speaker intended to give a sincere compliment to the hearer. In a simple offers like “I’ll help you” can also threaten the hearer face. The hearer may think “do I look like I can’t do it myself” even though the speaker intended to give a sincere help. That is why politeness is involved in redressing those face threatening acts (FTA). For example “for me, you look okay on that dress” will reduce the threat and give more sincere feel toward the hearer. Another example “may I help you” can also reduce the threat and the hearer can choose an action to maintain their face.

An individual tries to maintain both his or her face and other interlocutors’ faces, balancing the complementary needs of self and other. She or he tries to avoid face threatening acts, which is the principle of the face-work (Goffman 1967). Based on Goffman's theory, Brown and Levinson (1978, 1987) argued that language use derives from certain assumptions about face, which is apparent in the use of strategies of politeness, which are divided into three categories: “positive politeness (the expression of solidarity), negative politeness (the expression of restraint), and off-record politeness (the avoidance of unequivocal impositions)” and claim that the use of each strategy depends on social determinants (1987, p.2). It means that the use of each strategy depends
on the speaker’s interest in the hearers. It deals with the speaker’s expectation of the interlocutors’ answer of his or her questions.

Politeness Strategies

Based Brown & Levinson’s (1978, 1987) theory of politeness there are four main politeness strategies for performing action through utterances, which also known as speech acts: bald on record, positive politeness, negative politeness and off-record politeness. Positive politeness aims at supporting or enhancing the addressee’s positive face, whereas negative politeness aims at softening the encroachment on the addressee’s freedom of action or freedom from imposition. The third strategy, off-record politeness, means that the addressee is able to infer the intended meaning. The kind and amount of politeness that the speaker applies to a certain speech act is determined by the interest of this speech act. Speakers calculate the weight of their speech acts from three social variables: the perceived social distance between the hearer and the speaker, the perceived power difference between them, and the cultural ranking of the speech act. Those variables are determined the degree to which the FTA is perceived to be threatening within a specific culture.

Politeness strategies described by Brown and Levinson is chosen to analyze this study considering that when the speaker doing the FTA’s, it will reflect to the speaker’s feeling and influencing the speaker’s responds. Related to this study, talk show of "Hitam Putih" is an Indonesian TV show that like any other talk show may uses politeness strategy for asking question and respond the question. That is why the writer used this talk show as the main participants. In making talk show like this besides the utterances that said by the host there is also an important
aspect of creating content in a talk show and it practically needs some politeness strategies to arrange it. Moreover, the focuses of talk shows are people interaction, and conversation between people. A popular-based talk show in particular is like another talk show with a theatrical improvisation; they set some questions and then improve it, for the sake of the audiences. A talk show like this highly depends on the style of the host. Unconsciously a host with joking style can make jokes that cause FTA toward the celebrity. As the writer said before, despite the role of the host, and the role of the celebrity, there is also a vital part in a talk show they are the viewers. Viewers perception toward the talk show are the most important part in producing a talk show, because basically a talk show is a TV show and rating is the most important part of the TV show.

**Popular Issue-Based Talk Show**

A talk show can be loosely classified as any TV program in which people discuss something. Based on www.ehow.com there are 4 types of talk shows. They are political, comedic, interview, and popular Issue-based talk shows. In this study the main subject will be popular Issue-based talk shows. Anything based on issue cannot be easily acceptable, and there will be justification for every issue going in public. This is the reason why the writer chose popular Issue-based talk shows as the main subject of study. In this kind of interview the host should take into account the politeness strategies that will be used in his talk show. Otherwise, their Celebrity face could be threatened.

In popular Issue-based talk shows, guests appear on the show to discuss the issues that are going on in their lives. Many of these popular Issue-based talk shows air during daytime hours and often involve the exposition of loud explosion from the hampered guests who find themselves growing increasingly upset while confronting friends or loved ones who have problem with them.
in some way. These "popular Issue-based" talk shows are exposing people's private lives for the sake of entertainment and of making guests emotional problems worse. It deals with the reality of human existence, and provides a forum involving the presenter, guests, and the audience for a discussion of what is wrong with humanity. Some of the talk shows claim to help and teach people. Some of guests have sued some talk show hosts for interfering their privacy. However, usually, the most popular shows are those which contain questions which is fierce and vital.

This popular issue-based talk show is a type of talk shows that should figure how important politeness in talk shows. Because “the goal is human interest rather than politics” (Norrick, 2010, p. 526); although, a political talk shows also need to practice politeness since we talk about other people’s political views, Norrick (2010) implies that in order to keep the audience interested, the Host has to elicit personal information of the celebrity. This personal information may and possibly threat the celebrity’s face. Therefore, more relaxed and less antagonistic atmosphere should be established. To achieve this, “The give-and-take of everyday conversation” is preferred to the stricter the question and structured answer (Clayman& Heritage, 2002, p. 108).