# POLITENESS STRATEGIES USED BY ELLEN DEGENERES AND OPRAH WINFREY IN *THE ELLEN SHOW*

## A THESIS

*Submitted to the Faculty of Cultural Sciences Hasanuddin University*

*In Partial Fulfillment of the Requirement to obtain Sarjana Degree in English Department*

**INDAH PUSPITASARI**

**F041171014**

**ENGLISH LITERATURE STUDY PROGRAM**

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**THESIS**

**POLITENESS STRATEGIES USED BY ELLEN DEGENERES AND OPRAH WINFREY IN *THE ELLEN SHOW***

**BY**

**INDAH PUSPITASARI**

**Student No: F041171014**

It has been examined before the Board of the Thesis Examination on Friday, 20 August 2021. It is declared to have fulfilled the requirements.

Approved by

Board of supervisors

| Chairman | Secretary |
|---|---|
| **Dr. Abidin Pammu, M.A., Dipl. TESOL** | **Ainun Fatimah, S.S., M.Hum** |
| NIP. 196012311986011071 | NIP. 198612012019044001 |

| Dean Faculty of Cultural Sciences | Head of English Department |
|---|---|
| Hasanuddin University | |
| **Prof. Dr. Akin Duli, M.A** | **Dr. Abidin Pammu, M.A., Dipl. TESOL** |
| NIP.196407161991031010 | NIP. 196012311986011071 |



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**HASANUDDIN UNIVERSITY**

Today, Friday, 20 August 2021, the Board of Thesis Examination has kindly approved a thesis by **INDAH PUSPITASARI** (Student No. F041171014) entitled:

**POLITENESS STRATEGIES USED BY ELLEN DEGENERES AND OPRAH WINFREY IN *THE ELLEN SHOW***

Submitted in fulfillment of one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 20 August 2021

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| | | | |
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## APPROVAL FORM

Regarding the letter of the dean of Faculty of Cultural Sciences, Hasanuddin University No. 337/UN4.9.1/KEP/2021 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Indah Puspitasari (F04171014) to be examined at the English Department of Faculty of Cultural Sciences.

Makassar, 30 July 2021

Approved by

| First Supervisor | Second Supervisor |
|---|---|
| **Dr. Abidin Pammu, M.A., Dipl. TESOL** | **Ainun Fatimah, S.S., M.Hum** |
| NIP. 196012311986011071 | NIP. 198612012019044001 |

Approved for the Execution of Thesis Examination
by the Thesis Organizing Committees

On Behalf of Dean,
Head of English Department

**Dr. Abidin Pammu, M.A., Dipl. TESOL**

NIP. 196012311986011071



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## DECLARATION

The thesis by **INDAH PUSPITASARI** (Student Number; **F041171014**) entitled, **POLITENESS STRATEGIES USED BY ELLEN DEGENERES AND OPRAH WINFREY IN *THE ELLEN SHOW*** has been revised as advised during examination on Friday, 20 August 2021, and approved by the board of Undergraduate Thesis Examiners:

| | | |
|---|---|---|
| Drs. Husain Hasyim, M.Hum. | First Examiner | 1..... |
| Drs. Simon Sitoto, M.A. | Second Examiner | 2..... |



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## STATEMENT OF WORK'S ORIGINALITY

The undersigned,

Name : Indah Puspitasari

ID Number : F041171014

Title of Thesis: Politeness Strategies Used by Ellen DeGeneres and Oprah Winfrey in *The Ellen Show*

At this moment, the writer declares that this thesis I have written does not contain any materials published by other people. It does not cite other people's ideas except the quotations and references as a scientific paper should.

Makassar, August 2021

The Writer

Indah Puspitasari



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## ABSTRACT

**Indah Puspitasari.** 2021. *Politeness Strategies Used by Ellen DeGeneres and Oprah Winfrey in The Ellen Show* (Supervised by **Abidin Pammu** and **Ainun Fatimah**)

This study aims to find out types of politeness strategies used by Ellen DeGeneres and Oprah Winfrey in *The Ellen Show* and the factors that influence politeness strategies used by Ellen DeGeneres and Oprah Winfrey.

The writer used the qualitative research method by employing discourse analysis to conduct this study. The writer analyzed Ellen DeGeneres produced the utterances by using the transcripts of the talk show. The writer employed the theory of Brown and Levinson (1987) to classify the use of politeness strategies were used by the speakers. Furthermore, the factors that influenced the choice of strategy were analyzed using Brown and Levinson's theory.

The study's findings show that Ellen DeGeneres and Oprah Winfrey use almost all of the politeness strategies. The types of politeness strategies are namely Bald on Record, Positive Politeness, Negative Politeness, and Off Record. Furthermore, the second findings reveal that the factors that influence the choice of the politeness strategies are the payoffs and the sociological variables, which consist of social distance and rank imposition.



**Keywords**: *Politeness Strategies, Talk Show, Payoffs, Sociological Variables.*

# ABSTRAK

**Indah Puspitasari.** 2021. *Politeness Strategies Used by Ellen DeGeneres and Oprah Winfrey In The Ellen Show* (dibimbing Oleh **Abidin Pammu** and **Ainun Fatimah**)

Penelitian ini bertujuan untuk mengetahui strategi kesopanan yang digunakan oleh Ellen DeGeneres and Oprah Winfrey dalan sebuah *talk show* bernama *The Ellen Show* dan untuk mengetahui faktor-faktor yang mempengaruhi strategi kesopanan Bahasa yang digunakan oleh Ellen DeGeneres dan Oprah Winfrey.

Penulis menggunakan metode penelitian kualitatif melalui analisis ucapan untuk menjawab kedua rumusan masalah tersebut. Penulis menganalisis ungkapan-ungkapan yang dikemukakan oleh Ellen DeGeneres and Oprah Winfrey dengan menggunakan cuplikan video beserta transkrip yang terdapat dalam *talk show.* Penulis menggunakan teori dari Brown and Levinson (1987) untuk mengklasifikasi penggunaan strategi kesopanan Bahasa yang diterapkan oleh pembicara. Selanjutnya, faktor-faktor yang mempengaruhi pemilihan strategi kesopanan Bahasa juga dianalisis dengan teori Brown and Levinson.

Hasil dari penelitian ini menyatakan bahwa Ellen DeGeneres and Oprah Winfrey hampir menggunakan semua strategi kesopanan. Strategi kesopanan Bahasa yang digunakan yaitu, namely *Bald on Record, Positive Politeness, Negative Politeness,* dan *Off Record.* Selain itu, hasil temuan kedua mengungkapkan bahwa faktor- faktor yang mempengaruhi pemilihan strategi kesopanan adalah keuntungan untuk penutur dan variable sosiologis yang mencakup jarak sosial dan tingkat pembebanan.



**Kata Kunci:** *Strategi Kesopanan, Talk Show, Keuntungan, Variable Sosiologis.*

# CHAPTER I
# INTRODUCTION

This chapter presents the introduction of the research. It consists of 6 sections. The first section is the background of the study. This section covers the background of the study related to the issues and concerns. The second section is the identification of the problem. The third section is the scope of the problem, which limits the scope of the problem and the focus of the study concerning the problems that have been formulated. The fourth section, the research question, contains questions to be answered in this study. The fifth section is the objective of the study presents the expected outcomes of the study by the research questions. The last section, The significance of the study, identifies the study's contribution and parties that may make use of the study results.

## A. Background of The Study

Politeness in communication context is etiquette or courtesy or the way of people, custom, custom prevailing in the society. In the community, the people tend to live together. They do available norms in the social society where politeness is a strategy to avoid conflict and as a strategy to build good relationships or togetherness in the community. Politeness is a rule of behavior that shows the character of people. When we talked about politeness in communication, language will be a behavior of a human in social interaction. The language uses as a means of communication. It plays an essential role in human life. When someone

says something, the hearer can consider that people are polite or not viewed from the speaker's utterances.

In our daily life, people can interact with other by using language. The language uses to reach the purpose of communication. Besides, Language is a tool to transfer the message, ideas, feeling, or thought. In the social aspect, delivering the views when communicating to the other must be clear to be received well. Good communication happens if the speaker and the hearer can get the meaning appropriately. In addition, throughout human life, language has an essential role. Based on this statement, Nihayati (2018) states language is a medium of communication for humans in their daily activity.

One of the essential things is politeness when speak or interact with other people. The politeness was not only for one group society, but it was also for everyone in all conditions who use language as their tools in daily conversation to make good social interaction with other people in their lives. Holtgraves, as cited in Aryani (2017), states that politeness is, as a technical term, a theoretical construct invoked as a means of explaining the link between language use and social context. In other words, people should consider the language as well as the context. It is essential to learn politeness strategies to treat other people, get their conversation smoothly and avoid rudeness.

Using politeness made hearers could give an excellent response to the speaker's question or request. As cited in Mutmainah (2018), Yule

defined politeness as showing awareness of another person's face related to social distance or closeness. In this case, politeness needs to build a good relationship and good social interaction with other people. When using a language in daily conversation, people choose an appropriate grammatical formula and consider the cultural value associated with the expression they perform. In social interaction, some aspects influence speaking, such as age, gender, ethnicity, power, education background, and contexts.

The English as a Foreign Language (EFL) students are essential to learning about politeness, which can make a good relationship, and choosing the proper way to produce utterances. Learning the English Language for EFL students do not only learn about the form such as words, clauses, phrases, and sentences or the structure of language named tenses or grammar. It is also essential for students to understand speaking or using language in a social context.

Nowadays, English students face difficulties using a language to communicate appropriately and politely by using a different language. It can lead them to improper use of the language itself. English as a Foreign Language (EFL) students should have good knowledge in producing the English language as a tool to communicate in interpersonal communication. Different languages lead English students to a different culture as well. Moreover, different cultures will impact the way the English students make an utterance. Hence, English students should

understand the diversity of the culture to avoid misunderstanding in talking other languages. We know that people need first to understand the culture of a language before studying the language itself.

Referring to this problem or phenomenon, the writer aims to analyze what politeness strategies uses in daily conversation. This study mainly analyzes and determines politeness strategies in an American talk show named *The Ellen Show*. This study then analyzes what Ellen DeGeneres uses politeness strategies as the host and Oprah Winfrey as the guests. Ellen is familiarly known as an American comedian in her first debut. Now, Ellen has her TV program named *The Ellen Show*.

*The Ellen Show* is packed with a relaxed, light, playful, funny, and not focusing on sensation, gossip, or the meltdown of the guest star. It becomes more specials and different from other talk-variety shows because *The Ellen Show* is the one talk-variety show in America hosted by a comedian, Ellen DeGeneres. She can make *The Ellen Show* different from other talk-variety shows because of his ability in comedy. Besides, Ellen could deliver monologues that proved amusing and entertaining.

The writer chooses *The Ellen Show* because it provides dialogues that show interpersonal relationships based on the explanation. Besides, the writer decides Ellen DeGeneres as the subject of the study because the writer wants to know how Ellen. The latter has the background as a comedian, and the host used her politeness towards Oprah Winfrey as the guest of the talk show as we know that Oprah has a background as an

actress and as a talk show host. Meanwhile, Oprah Winfrey chooses because the writer wants to see how the host used their politeness.

There are many politeness studies concern about politeness strategies used in movies and novels. However, only a few studies focused on politeness used in the talk show. So, this study needs to be a further explorer. The context of studying politeness proposed in this study brings new phenomena of politeness research. This study then focuses on politeness strategies are used in daily conversation as presented in a talk show. So, the writer carries out in researching title "*Politeness Strategies Used by Ellen DeGeneres and Oprah Winfrey in The Ellen Show."*

**B. Identification of the Problems**

Concerning the background, the writer finds and identifies some problems below:

1. It is important to create good communication to affect the popularity of the talk show itself and the guests' star as the public image.
2. It is important to concern and pays attention to their choice of language since the audience or viewer can directly watch, hear, and judge when communication is delivered directly to the public.
3. It is interesting to find out the politeness strategies used by Ellen DeGeneres and Oprah Winfrey in *The Ellen Show*.

**C. Scope of the Problems**

In this research, the writer limits and focuses on her study. The following limitations are the scope of the study is a pragmatic study

concentrated on analysis politeness strategies used by Ellen DeGeneres and Oprah Winfrey. The content emphasized four strategies proposed by Brown & Levinson's theory (1987): bald on record, positive politeness, negative politeness, and off the record. The research focused on analyzing politeness strategies used by Ellen DeGeneres and Oprah Winfrey and knowing the factors that influence politeness strategies used by the host.

## D. Research Questions

Based on the background, the research questions can be formulated as follows:

1. What are the politeness strategies used by Ellen DeGeneres and Oprah Winfrey in *The Ellen Show*?
2. What factors influence Ellen DeGeneres and Oprah Winfrey in using politeness strategies in *The Ellen Show*?

## E. The Objective of the Study

In order to explain this research, the writer elaborates on the objective of this study. The objectives of this study are:

1. To determine the politeness strategies used by Ellen DeGeneres and Oprah Winfrey in *The Ellen Show*.
2. To find out the factors that influence Ellen DeGeneres and Oprah Winfrey in using politeness strategies in *The Ellen Show*.

## F. Significance of the Study

The results of this study are expected to offer some benefits:

### 1. Theoretical Benefit

The theoretical benefits of this study are as follows:

This study is expected to contribute to a pragmatic study that can be used as a reference for speakers and researchers of the English language, especially those interested in politeness strategies.

Hopefully, the result of this study gives information to another researcher to get the information needed in his or her research about politeness strategies.

**2. Practical Benefit**

The practical benefits of this study are as follows:

The writer expects this study to be useful for the audience of English learners, teachers, and students. The writer believes that this study encourages English learners to be more aware of using the English language. This strategy helps them to be capable of using appropriate language in a social context. The writer believes that this study encourages English teachers to assess and evaluate the grammatical skill and students' skills in using language in the social context in terms of politeness. For students as the audience, this study can increase the student's awareness as the audience and social knowledge about politeness, especially about politeness strategies used in public communication, which is in talk show interviews.

Hopefully, the study enriches the knowledge and insight of the writer. The writer also hopes that this study makes the reader

realize that before learning and speaking English, especially English students, it is essential to understand the culture of a language before studying the language itself as the way of being polite in utterance.

# CHAPTER II

# LITERATURE REVIEW

This chapter presents the literature review to the study. Hence, the writer divided this chapter into two parts, namely the previous study and theoretical background.

## A. Previous Study

In Indonesia, studies on politeness strategies had also attracted the attention of some scholars. There are some previous studies related to this topic:

The first previous study is research by Aryani in 2017 entitled *"The Politeness Strategies Used by the Main Characters of Twilight Movie"* The writer used a qualitative research method to analyzed the politeness strategies used by the main character in *the Twilight* movie. The study uses the movie script of *Twilight* movie to analyze the utterances of the main characters. The study's findings show that the main characters in *Twilight* movies frequently used positive politeness, and the factors influencing the main character in choosing the types of politeness strategies are payoffs and sociological variables, which consist of social distance, relative power, and rank of imposition.

The differences between the previously mentioned research and this research are the object and objective of the study. Although, the topic of both of the research is politeness strategies. However, the object of the study is

different. The previous research uses the movie as the data source of the object, while this research uses talk shows.

The second previous study is research by Mahmud (2019) entitled *"The Use of Politeness Strategies in the Classroom Context by English University Students,"* which provides the politeness expression used by the student in their presentation. The strategies can be seen in the forms of greetings, thanks, address terms, apologies, fillers, and vernacular language. However, the research does not conduct in terms of politeness practices of teachers and students, which are influenced by factors such as age and gender, primarily through the language choices they will use to communicate. Last but not least, previous research chooses student presentations that had been recorded to be analyzed.

The difference between the research above and this research is the previous research used the individual student presentation, which had been recorded, and then transcriptions of the recording. The transcriptions were analyzed and discussed based on the theory of politeness of Brown and Levinson (1987). Then the data source of this research was also used from a talk show called *The Ellen Show.* Besides, both of the research also used a different way of collecting the data. The research does a non-participant observation through the online talk show. Meanwhile, the previous research by Mahmud 2019 did an observation, and during the presentations were recorded by students themselves using mobile phones.

The last, previous research is conducted by Theresa (2020) with the title "*Politeness Strategies in Directive Speech Act by Oprah Winfrey and Michelle Obama in Super Soul Sunday Talk Show."* The research has two findings. The first one, the most frequently used politeness strategy, is the positive politeness strategy from the conversation between Oprah and Michelle. The second findings of the research show that the sociological variables illustrated in each politeness strategy showed that communicating with people with a higher power and the speaker tends to use negative politeness. Meanwhile, when the speaker and hearer are closer, they tend to use a positive politeness strategy and bald record strategy in their conversation.

The difference between previous research and this research, the research by Theresa (2020) uses directive speech act as the data; meanwhile, this research uses utterances carrying politeness strategies. The previous research aims to discover the sociological variables illustrated in each politeness strategy. Meanwhile, this study aims to find out the politeness strategies and the factors influencing the politeness strategies in *The Ellen Show*.

## B. Theoretical Background

### 1. Pragmatics

Pragmatics is a branch of linguistics that studies the role of context contributing to the meaning of an utterance. There are many definitions of pragmatics stated by experts.

Yule (1996: 1) states that Pragmatics concerns the study of meaning as communicated by a speaker (or writer) and interpreted by the listener (or reader). Pragmatics analyzes what the speaker means in a particular context and how the context influences what the speaker says. The context is associated with the speaker's situation and where, when, and under what circumstances. According to Yule (1996, p.3), “Pragmatics is the study of contextual meaning”.

“Pragmatics is the study of how more gets communicated than is said” (Yule, 1996, p.3). The listener made inferences from the utterances uttered by the speaker to arrive at an interpretation of the speaker’s intended meaning.

Yule (1996) states, pragmatics is “the study of relative distance.” The speaker is the one who decides how much utterance to be said based on the closeness of the speaker and listener. Yule (1996) describes the closeness between the speaker and the hearer lies on the physical, social, conceptual, and implied share experience.

Leech (1983:36) states that pragmatics involves problem solving both from the speaker’s point of view and from the hearer’s point of view. The problem of speaker’s point of view is how to produce an utterance which will make the result. Besides, Hence (1993: 42) defines pragmatics is the study of the conditions of human language uses as these are determined by the context of society. According to Levinson (1983: 3) pragmatics is the study of aspect of language that requires reference to the

users of language then led to a very natural, further retriction of the term in analytical philosophy

We need to know the circumstances in which the language is being used. According to Kisno, as cited in Tantri (2020), when we talked about pragmatics, we also studied how to do things with words to survey a meaning in a context.

Horn and Ward (2006) “Pragmatics is the study of those context-dependent aspects of meaning which are systematically abstracted away from the construction of content or logical form.”

From those definitions of pragmatics, it can be concluded that, in general, pragmatics is the study involving meaning and context in an utterance in communication. This research discusses what the speaker means and how context is abstracted from construction content and the logical form influence what is said. Speaker and the hearer must understand each other to get the implied meaning. Meanwhile, every person in this world will have a different idea because of its distinct point of view.

**2. Politeness**

According to Geertz, as cited in Mahmud (2019), politeness is a kind of “etiquette.” Scupin (1988) and Agha (1994) referred to politeness as a form of “honorification” or “honorific.” It means that to be polite is to honor people.

According to Lakoff, as cited in Muhammad (2014), politeness is "a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange."

Holmes (1995) stated that politeness is "formal and distancing behavior which does not intrude or impose and therefore, to be polite is persistent with respect" (pp. 4-5). Mahmud (2010, pp.369) referred to politeness for Bugis people as "mutual understanding expressed in terms of *sipakatau "*to treat each other as humans," *sipakalebbi' "*to treat each other modestly," and *sipakaraja "*to treat each other as a great person." In the study of politeness in classroom interaction, Senowarsito (2013) defined politeness as a tool for character building, whereas Mahmud (2018) claimed that politeness is a need in education, a strategy to build character, and motivation in the class.

As cited in Manik (2015), Yule stated that politeness is essential to investigate. People use it in their social interaction and specific contexts, knowing what to say when to say and how to be with others.

From all the experts" definitions, the researcher concludes that politeness is the way to make excellent communication which is essential to apply in the teaching and learning process—politeness as a tool to honor a people.

### 3. Politeness Strategies

Brown and Levinson (1987: 68-71) divided the politeness strategies according to how much the speakers and hearers minimize the threat when conversing.

FTA (Face Threatening Acts) to perform, according to Brown and Levinson, we have to choose four highest-level strategies, which are: bald on record, positive politeness, negative politeness, and off the record.

#### a. Bald on Record Strategy

Bald on record strategies do not attempt to minimize the threat to the hearer's face. Speakers who closely know their audience most often utilize this strategy. With the bald on record strategies, there is a direct possibility that the audience will be shocked or embarrassed by the strategy.

Bald on record strategy might be the most uncomplicated strategy to use because it provides no effort to reduce the impact of the FTAs. "Bald on record strategy is divided into two prominent cases: on-minimization of the face threat and the case of FTA-oriented bald on record usage" (Brown and Levinson, 1987: 95).

We can use the bald on record strategy to do the FTA with maximum efficiency more than satisfy the hearer's face. We can avoid the danger of being misunderstood.

**b. Positive Politeness Strategy**

Brown and Levinson (1987: 101) showed that "positive politeness is directed to the addressee's positive face". His perennial desire that his wants (or the actions/acquisitions/values resulting from them) should be thought of desirable. Redress consists in partially satisfying that desire by communicating that one's wants (or some of them) are in some respects similar to the addressee's wants.

"Positive politeness strategies can be applied in three broad mechanisms: claiming common ground, conveying that speaker and hearer are cooperators, and fulfill the hearer's want for some X" (Brown and Levinson, 1987: 103).

The first type involves the speaker "claiming common ground" with a hearer by indicating both belong to some set of persons who share specific wants, including goals and values. This type of politeness consists of 8 positive politeness strategies: noticing, exaggerating, intensifying interest to the hearer, using in-group identity markers, seeking agreement, avoiding disagreement, presupposing or raising or asserting common ground, and joke.

The second type is conveying that the speaker and hearer are cooperators. If the speaker and hearer are cooperating, they share goals in some domain, and thus to tell that they are cooperators can serve to redress the hearer's positive face want. This second primary class consists of 6 strategies: asserting the speaker's knowledge of

and concerning for hearer's want, offering, promising, being optimistic, including both speaker and hearer in the activity, giving (or asking) reasons, and assuming reciprocity. (Brown and Levinson, 1987: 129).

The last type is fulfilling the hearer's want for some X. It involves the speaker deciding to redress the hearer's face directly by fulfilling some of the hearer's wants, thereby indicating that the speaker wants the hearer's wants for the hearer, in some particular respect. Speaker satisfies the hearer's want by giving gifts to the hearer.

**c. Negative Politeness Strategy**

Negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of movement unhindered and his attention unimpeded. Where positive politeness is free-ranging, negative politeness is specific and focused; it performs the function of minimizing the particular imposition that the FTA unavoidably affects (Brown and Levinson, 1987: 129). The simplest way of showing negative politeness is to be direct in communicating.

The second way is to not presuming or assuming. Here Brown and Levinson (1987: 144) examine one way in which such redness can be given to the hearer's negative face – by carefully avoiding presuming or assuming that anything involved in the FTA is desired or believed by the hearer.

The third way is not to coerce the hearer—Speaker predicates the hearer's act when requesting his aid or offering him something that requires his acceptance. Negative face redress may be made by avoiding coercing the hearer's response.

Another class of ways can be applied by communicating speaker does not want to influence the hearer. One way to partially satisfy the hearer's negative face demands is to indicate that the speaker is aware of the hearer's existence and considers them in his decision to communicate the FTA. This way gives us four strategies, apologizing, impersonalizing, stating the FTA as a general rule, and nominalization (Brown and Levinson, 1987: 187-209).

The last way is redressing other wants of hearers. Speaker redresses FTAs by explicitly claiming to indebt ness of the hearer using certain expressions. It gives the previous negative politeness strategy to incurring debt or not indebting hearer (Brown and Levinson, 1987: 209-210).

**d. Off The Record or Indirect Strategy**

Indirect strategy or off the record uses indirect language and removes the speaker from the potential to be imposing. Speaker leaves himself an out by providing himself with several defensible interpretations. Two ways of doing this strategy are inviting conversational implicatures and being vague or ambiguous (Brown and Levinson, 1987: 213).

The first way speakers can do an FTA is by inviting conventional implicatures and choosing to do it indirectly. This method gives us ten strategies; those are giving hints, giving association clues, presupposing, understanding, overstating, using tautologies, using contradictions, being ironic, using metaphors, and using rhetorical questions (Brown and Levinson, 1987: 213-225).

The second way, the speaker may choose to go off the record by being vague or ambiguous in such a way that his communicated intent remains ill-defined. It can be used to minimize the face threat, too, that is technically showing indirectness. In this case, the hearer decides the best perception of the speaker's utterance. This method gives us five strategies: being vague, over-generalizing, displacing the hearer, and being incomplete (Brown and Levinson, 1987: 225-227).

**4. Factors Influencing the Choice of Politeness Strategies**

According to Brown and Levinson (1987), two factors can influence the speaker to use politeness strategies. Those factors are the politeness strategies' payoffs and sociological factors.

**a. Payoffs**

As cited in K, Caroline (2017), Brown and Levinson state that payoffs are the expected results of the politeness strategies. When the speaker applies politeness strategies, there will be expected results concealed in the strategies. According to Brown and Levinson, the speaker expected a beneficial result for him in using the strategies.

In choosing a politeness strategy, a speaker may consider the payoffs or advantages when using a particular politeness strategy. The following lists are some payoffs when the speaker applies a politeness strategy.

**1) Payoffs of Doing Bald-On Record Strategy**

Bold- On record strategy allows speakers and hearers to clarify the intended meanings the speakers want to convey (Brown and Levinson). Based on the theory of Brown and Levinson, Both speakers and hearers, as a result, can avoid the danger of being misunderstood. In addition, the Bald-On Record strategy also benefits speakers to prevent the risk of being seen as a manipulator and represent threat minimizing in the utterances. Speaking with great urgency and efficiency, for instance, can be considered as Bold- On Record.

**2) Payoffs of Doing Positive Politeness Strategy**

Brown and Levinson (1978) state that a speaker can minimize the face-threatening aspect of an act by assuring hearers that the speaker considers the same kind(p.72). Positive politeness allows the speaker to satisfy the hearer's positive faces as if the speaker recognizes the hearer's wants and wants to be achieved. In addition, the speaker can avoid or minimize the debt implications of the FTA. As a result, the Positive Politeness strategy leads to mutual friendship, solidarity, and equal participants.

**3) Payoffs of Doing Negative Politeness Strategy**

The negative Politeness Strategy is oriented mainly towards partially redressing hearers' negative faces. It minimizes particular impositions on the hearers so that the speakers can satisfy the hearers' want to have their freedom of action in interpreting the utterances spoken by the speakers. By applying negative politeness, the speaker can show respect and deference toward the hearer for the FTA that he makes. In addition, the speakers can maintain the social distance among the parties involved and avoid the threats for potential face loss.

**4) Payoffs of Doing Off-Record Strategy**

An off-record strategy allowed the speaker to avoid the responsibility for the potentially face-damaging interpretations (Brown & Levinson, 1987, p.71). The speaker can avoid the potential FTAs by allowing the hearer to interpret the intended meaning of certain utterances themselves. The speaker can also allow the hearer to be seen as caring toward the speaker.

**b. Sociological Variables**

The sociological variables are another factor that influences the speaker in using politeness strategies. According to Brown and Levinson (1987), the seriousness affects an FTA, affecting politeness strategies involving sociological factors. Based on Brown and Levinson (1987) proposed that three sociological variables influence

the choice of politeness strategy. Those are the ‘social distance,’ the ‘relative power,’ and the ‘absolute ranking of impositions’ in a particular culture.

**1) Social Distance**

Social Distance refers to two people's degree of social familiarity (Brown and Levinson, 1987). It refers to the close relationship between interlocutors. Brown and Levinson define social distance as an asymmetric social dimension of similarity or difference within which the speaker and hearer stand for this act (1987, p.76). The two notions, the frequency of interaction and the exchanged goods, are affected by stable attributes such as age, sex, and socio-cultural background, including social class and ethnic background. Social distance reflects the social closeness between the speaker and hearer. When the speakers communicate with their close friends, there is a great social distance between them. Thus, the degree of politeness that the speaker use will be lower. On the contrary, when the social distance between the speaker and the hearer is getting far, the degree of politeness that the speakers use will be higher.

Then, intimacy between the speaker and hearer affects the choice of strategy. The first example, the conversation between friends, *"Got the time, mate?* Probably indicate that the two parties involved are close enough. The second example is the conversation between the manager and the employees. "Excuse me, *Would you by*

*any chance have the time?*" probably used when the two parties involved are strangers from different parts.

**2) Relative Power**

Brown and Levinson (1987) explain that power is an asymmetric social dimension of relative power (p.77). It is another factor affecting someone to speak politely. Furthermore, Brown and Levinson (1987, p.77) state that there are two sources of power, namely material control (over economic distribution and physical force) and metaphysical control (over the actions of the others). Material control is seen in a situation where a bank manager who possesses higher rating power asks a lowly worker to do something. However, the power may be reserved when the lowly one pulls a gun at the bank manager. This represents a metaphysical control. Relative power is attached between individuals and role-sets, such as employer-employee, teacher-learner, and gangster-victim. In conclusion, it needs more justifications to adjust power in certain circumstances.

When speakers who possess higher power communicate with hearers who have lower power, the degree of politeness that the speakers use will be lower. Meanwhile, when the speakers with lower power speak to those with a higher power, the speakers will apply a high degree of politeness with great respect. Similarly, Morand, as cited in Septiyani (2016), states that those who have lower relative

power also express deference out of genuine regard and respect felt towards superiors (p.257). Brown and Levinson (1987) state that these two examples that given explanations are seen. For example, when a boss asks for permission from his employee, he says, *"May I smoke?"* The first example shows that the speaker has no desire to maintain the hearer's face. He merely uses Bald-On Record Strategy. The speaker will take a cigarette, light it up, and smoke without asking for permission.

On the contrary, when the employee wants to ask for permission from his boss, he applies a high degree of politeness by saying, *"Excuse me, Sir, would it be alright if I smoke?* The second example shows a condition where the speaker applies Negative Politeness, which is more polite. Without the hearer's permission, the speaker will never smoke.

**3) Rank of Imposition**

Brown and Levinson (1987) state that the rank of imposition is the degree of a matter that is considered interference to the hearer's face. The interference is the FTA that the speaker made. The rank of imposition can be identified by two variables: the imposition toward the positive face and the negative face. For the positive face, the imposition is assessed by the threat given to the hearer. On the other hand, for the negative face, Based on Brown and Levinson, there are two ranks, namely, a rank order of impositions requiring *service*

(including the provision of time) and rank order of impositions requiring *goods* (including non-material goods like information). Both impositions cover actions that cause FTAs. When the speaker shows greater FTAs in his utterances, the imposition of the act is also getting greater. Thus, the speaker will use high-standard politeness strategies in speaking.

For example, “I’m sorry to bother you, but would you lending me just enough money to get a railway ticket home?” The speaker does the FTA on the hearer’s negative face by requesting for lending money from the hearer. The speaker does the imposition that requires goods.

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**5. Talk Show**

Timberg, Erler, & Newcomb, 2020 state that a talk show is structured television talk, whether an act or 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 that the guest elicits. A talk show is spontaneous but highly structured. Talk show maintains the illusion of present tense, whether it is life, taped, rerun (Theresa, 2020).

Talk show gives the viewers information and entertainment. As entertainment, talk shows provide a good performance so the viewer can enjoy it. As a result, it can make social and emotional relationships with them, persuade and encourage the viewers to be loyal viewers or subscribers, and make a high rating show. The information giver becomes the source of knowledge and information, so talk shows must have clear and exciting language.

Many factors can affect the success of a talk show, such as style, theme, and the conversation between the participants. Talk shows take the

conversation as it is a prominent part of the show, so it has to run well. The politeness strategies can be used as communication strategies to make a good and interesting conversation. However, in the discussion, one can threaten other people's faces by one's utterances.

**6. The Ellen Show**

In this study, *The Ellen Show* is used as the data source. *The Ellen Show* is a daytime American talk show hosted by a comedian and actress, Ellen DeGeneres. The talk show had its first debut on September 8, 2003. This talk show invites several guests, including celebrities, politicians, actors, musicians, newsmakers, and interviews ordinary people with ordinary talents. This TV program was also nominated for *Emmy Awards* in 2004 that became a successful year for *The Ellen Show* in the early debut of the talk show. *The Ellen Show* has unique concepts in each episode: audience participation games with prizes, Ellen dance moves with the guest star, and audience surprise introduction to their favorite celebrities.