

# CHAPTER I

## INTRODUCTION

This chapter explains background of the problem, statement of the problems, research objective, and research significance, definitions of key terms and organizations of the writing.

### 1.1 Background of the Problem

Language is system arbitrary of symbols and signs that is used for human communication (Wardhough 1977: 03). Language holds an important place from human life. Language is device for gives and receives information between human. There are many functions of language. Michel in Chaer (2010:15) explains that functions of language are expression, information, exploration, persuasion, and entertainment. Language is one of the devices to express our feeling, giving and receiving information between speaker and hearer. Moreover language has become a device for influence people to follow what the speaker say.

On the other hand, language also is a device for communication. There is a strong relation between language and communication. Communication is a process of gives and receives information between speaker and hearer. Additionally, John (1981:225) states that communication is a process by which information is exchanging between individuals through a common system of symbols, signs, and behaviors.

In a process of communication, there are two aspects are important such as speaker and hearer. The speaker has to know about the way of communication, because with whom we speak, where we speak, and when we speak must influent our style in speaking. Fishman (in Chaer, 2010 : 7) states in usage language there are some point that have to be observed such as who speak, what language, to whom, when, and what end.

As the speaker, not only we have to know who speak, with whom, when, where, to whom and what language but also, we should recognize that every members society have a “face” which represents them in society. As technical term, face is the public self-image of a person (Yule, 1996:60). Every members of society have a face which wants to be respected by other. It refers to that emotional and social sense of self that everyone has and expects everyone to recognize. Here, the face means that in a society, everyone must have public self-image that wants to be appreciated and respected by other. In interaction, people would show the face that represents the behavior as public self-image.

Additionally, In conversation we want to show that we have a similarity (convergence) and be difference (divergence) with other which seems want to be independent (Griffin, 2011: 392). Sometimes, in conversation also be silence is needed to answer the question because we can read the situation would be worse if we give an answer. Moreover within linguistics, silence has traditionally been ignored except for its boundary-marking function, delimiting the beginning and end of utterances. The tradition has been to define it negatively – as merely the absence of speech. (Saville-Troikein Swann 1985: 3)

Swann (2000:187) explained that say nothing here same as silence, silence may also perceived as an absence of positive politeness by not satisfying the needs of other for intention and involvement.

All of the elements above included into politeness in language. Politeness takes an important place in language. Politeness could reduce a conflict in a conversation because the speaker and hearer would realize about face, choice a good diction, and knowing the time to be silence, convergence and divergence. For example, in Sunda, there is much diction that we have to choose when we talk with young, old, and older than us. In conversation, we would see the level of politeness with usage different diction.

The presenter not only is the speaker but also important element in a program. Based on the explanation above, there are many things which should have by presenter in order to be a good speaker. Every presenter must have the way how to talk, how to respect, appreciate and be silence when it needed. .

The presenters are a part of society's member that has their own culture. Every culture has formed politeness value for every member of society. So it is impossible whether the presenter don't have the politeness strategies. So, the politeness strategies are important requirement to become the good speaker. The presenters have their own strategy to present their program, they also have to have politeness strategy as one of the ways to respect guest stars and makes program interesting

Moreover, Brown and Levinson in (1987) stated there are many politeness strategies at least should be applied when conversation is lasting. The strategies are:

- a. Strategies of exaggerate(interest, approval, sympathy with hearer)
- b. Strategies is notice, attend to hearer(his interest, wants, deeds, good)
- c. Strategies of intensify interest to hearer
- d. Strategies is avoiding disagreements
- e. Strategies is making a joke and e.t.c

Oprah Winfrey is one of the popular presenters in television. Not only she is presenter but also she becomes public figure. She became presenter at Metro TV on “Oprah Winfrey” program. Oprah Winfrey is a talk’s show program which inviting popular artists and people as guest star. The writer takes “Oprah Winfrey” because the writer had ever seen the presenter used her speech that enjoys hearing; sometimes she made a joke to entertain the guests star and she made program interesting. The writer wants to analyze how and what the ways to make it interesting. So the writer takes this object because presenter is unique object to study and want to know the way to make program interesting.

The writer had ever watched program in private television and the program was “Dialog Calon Presiden” 2004 in Metro TV edition Augustus-September 2004. The presenter gave a question for one of the candidate and the candidate was angry with the question until the candidate commanded to the presenter for didn’t give the question like that again.

There are some cases that have to be avoided in conversation. When we talk with other, we have to know about face of interlocutor, and have to realize about the face wants of interlocutor so that the conflict could be avoided in conversation. Politeness strategy tells us about how the way when we speak with other politely.

Not only the presenters have to have politeness strategy, but also have to have their own strategy to make the program interesting. Sometimes the presenter used switching and mixing code to make the program more interesting. Because of that the presenter becomes unique object to study.

There were many writer that had done writing before, the writer had found some writing that explained about the politeness strategies the first was "Politeness, Face and Facework: Current Issues" written by LiisaVilkki (2009). The first writer explained about politeness depends on Brown and Levinson's theory and also used qualitative study and descriptive method. The second was "Diksi dan Teknik Bertanya Pembawa Acara dalam Suara Anda" written by Khusnul Khuluq (2008). The second writer explained about a good diction used by presenter when presenting the program.

The writer found that many writing before explains about politeness, diction chosen, technique of question, negative and positive face and the other. In this research, the writer focused on politeness strategies, and the writer explained more specifically. Politeness could be divided into two aspects there were positive politeness and negative politeness, and the developing of them was strategies communications explained by the writer.

## 1.2 Statement of the Problem

The main idea of this research is analyzing the politeness strategy of Oprah Winfrey in presenting the program. Based on the background research above, politeness strategy is important element in communications to make the program interesting. Here, how Oprah Winfrey makes her program interesting. Does she use politeness strategy to make her program interesting? So the writer intended to analyze the politeness strategy and some conditions when politeness strategy is not used by Oprah Winfrey.

Based on the problem above, the writer formulated the problem into second points, the research questions are:

1. What kinds of politeness strategies are used by Oprah Winfrey?
2. In what situations the politeness strategies are not used?

## 1.3 Research Objective

This research is aimed to figure out the communication strategies and what kind of statement that used by the presenter when presenting the program. So the writer focused on two points:

1. Find out the politeness strategies of the Oprah Winfrey
2. Find out the condition when politeness strategy is not used

## 1.4 Research Significance

Purpose of this research is according to the question, it identified into several purposes below which are:

1. To know the politeness strategies in communications
2. To know the condition when the politeness strategy is not used

Significances of this research are:

1. Academically, this research could be useful for student of English Department. It simplifies the student for their reference in the same problem
2. Personally, this research could contribute to the writer itself to get more knowledge from this research
3. Generally, this research would give us the way to speak with the other and made the other enjoy with our speaking beside the politeness that had formed in our culture.

## 1.5 Definitions of Key Terms

1. Face is the public self-image of a person. It refers to that emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 1996:60).
2. Politeness is a concept likes an idea and social behavior that have a polite value in a culture (Brown and Levinson, 1987:94).

3. Face threatening act is if a speaker says something that represents a threat to another individual's expectation regarding self-image (Yule, 1996:61).
4. Say nothing is one way to send some message without utterance is like gesture but here in term of politeness (Yule, 1996:62).
5. On record is asking something to other directly. (Yule, 1996:63).
6. Off record is asking something to other indirectly. (Yule, 1996:63).

