

## **CHAPTER I**

### **INTRODUCTION**

This chapter is the beginning of the whole paper. It consists of the background of the research, statement of problem, research objective and research significance, definition of key term, and organization of writing.

#### **1.1 Background of the Research**

In doing communication, people used language to say or deliver their ideas and opinions, and provide information to others. There are many ways of communication. Sometimes the conversation could not be successful because of misunderstanding between speaker and hearer during the conversation. It was important to consider someone's attitude when they were doing or saying something. If the speaker decides to say something, it means that she/he has already thought about the way and choice of words which was used during the conversation. In this case, politeness plays an important role in human life.

Communication does not only happen in individuals but also in organization. It can be seen that most organizations communicate to one another in order to achieve the goals. These goals can be achieved successfully by how good the communication has been done because by doing good communication the organization will develop well in its interaction.

In interaction, people have to be aware of people's face in order to consider other's feelings or maintaining a relationship with others. According to Yule (1996:60), "as a technical term, face means the public self-image of a person"

Therefore, it refers to that emotional and social sense of self that everyone has and expects everyone else to recognize.

Modesty is an important thing for every human being, especially for people who live with other people in communities. So the language and the behavior must be arranged in a manner of decency and when humans make conversation, they have to use politeness principles. According to Brown and Levinson (1987 : 17) “Politeness is how people behave in a way that attempts in considering of the feelings of their addressee”

The politeness is not only for one group society but also it is for everyone in all conditions that using language as their tools in daily conversation in order to make a good social interaction with other people in their life. Thomas (1995: 150) stated that “politeness was a real-world goal (politeness interpreted as a real desire to be pleasant to others or as the underlying motivation for an individual’s linguistic behavior)”

Politeness is generally related to the relationship between two participants who can be called self and others. The view of politeness in pragmatic studies is described by experts. Geoffrey Leech theory said that : “ This principle of decency relates to two participants of the conversation, namely self and others”. “self is the speaker, and the other person is speech “ (Dewa Putu Wijana, 1996).

The researcher will use the theory from Leech who shares his theory with several principles. The Principles of language politeness used by Leech (1993: 206-207), there is a maxim of tact, maxim of generosity, maxim of approbation, maxim of modesty, maxim of agreement, and maxim of simphaty.

Maxim is a linguistic rule in lingual interaction; the rules governing his actions, the use of his language, and his interpretations of the actions and utterances of his opponents. In addition, the maxim is also referred to as a pragmatic form based on the principle of cooperation and the principle of decency. These maxims suggest that we express our beliefs politely and avoid impolite speech.

Some researchers also used leech theory to be able to analyze the thesis about politeness. First many theoretical approaches and analysis have I read discussed politeness in adolescents, for instance research entitle *Politeness Principle as Seen in The Dialogue between Character on "Karate kid" Movie*, by Ahla Afiyati the student of the English Department of Education Faculty State Islamic Studies Institute (STAIN) Salatiga, This paper aimed to analyze the types of intrinsic element uses in the *"Karate Kid"* movie and the politeness maxim conveyed in the dialogue *"Karate Kid"* movie. *The politeness strategies On Tack Maxim in Allen's "Midnight in Paris"* it is talking about the types and implementation of politeness strategies and affect between speaker and hearer on tack maxim, by Lina Nova Nurjanah (2012) The student of state Islamic University of Sunan Gunung Djati Bandung. And the second is Politeness principle used by men and women's.

From the discussion above, the research will analyzes the principles of language use politeness in Steve Hervey's Tal show on Portayed with Mosle as a Guest Star . The researcher chooses the talk show as the object, because talk the talk show talk about Islam and talk about greatness with moslem as guest star, Also , the guest star there are no Moslem but the talk show talk about religi as Islam and

the lesson about Islam. Although some researchers had made research about the Politeness, the strategies politeness, and the Principle politeness, the object usually used novel and film, and also talk show, but the other object's talks show is about an artist, thus in this research assumed that the object about Moeslim and about potential for greatness, and the concept used argument. so it can help a reader to well-know the politeness principle used by four guest star. So, every guest have a politeness principles. Therefore, the title of this research is "**The Principles of Language Use Politeness in Steve Harvey's Talk Show with Moslem as a Guest Star** "

### 1.2 Research Question

Based on the reason stated in the background of the study above, the statement of the study can be formulated as follows:

1. What are the politeness maxim of the language use in the dialogue of Steve Harvey's talks show ?
2. What are the cooperative principles of the language use in violated by the using of the politeness maxim in the dialogue Steve Hervey's Talk show?

### 1.3 Research Objective

In line with the statement of the problem above, the objective of the study can be stated as follows:

1. To find out politeness maxim of language use politeness in Steve Harvey's talks show with Moslem as a guest star.

2. To find out the cooperative principles of the language use in violated by the using of the politeness maxim in the dialogue in Steve Harvey's talk show with Moslem as a guest star.

#### **1.4 Significance of the Study**

Theoretically, Politeness Principle used by Leech Theory is about maxim of tact, maxim of generosity, maxim of appreciation, maxim of simplicity, maximizing conspiracy, and maxim of inference. The reader can be expected to be beneficial to the world of pragmatic study and the complement to the study of Steve Harvey's talk show with Moslem Guest star.

Practically, 1) The writer expects that the study can contribute to the development of pragmatic study, particularly among the people who are interested in the pragmatic study. 2) For the researcher as the beginner to analyze Politeness Principle, and to help reading more understand about Politeness Principle used by Geoffrey Leech Theory.

#### **1.5 Definition of Key Terms**

To avoid misunderstanding about some basic concepts, in this research there are some explanations about the key of terms used in this research that can help the readers in understanding this skripsi.

1. Pragmatics : is concerned with the study of meaning communicated by speaker and interpreted by listener (Yule (1996:3)
2. Politeness : According to Arndt & Jenny, as quote by Eelen (2001 :15) Politeness is "a matter of using the right word in the right context as determined by conventional rule appropriateness"

3. Maxim in Politeness Principle : According to Geoffrey Leech , there is a politeness principle with conversational maxim, He list six maxim. Tact, generosity , approbation, modesty, agreement, and sympathy. These maxims defined the level of politeness that human should use to other , so human can choose wisely the politeness that they use to different people.
4. Language : Language means A system of sign and symbols and rules for using them that is used to carry information" (Merriam Webster, 2005:648). Language takes an important role as a way to communicate with other people. According to Holmes (1995:2), people use a language to ask for and give information and to express annoyance and anger just like expressing respect and admiration. From those statements, it can be said language is a communication tools which uses to deliver and demand message.
5. Steve Harvey's Talk Show : Show is an American talk show that aired nationally, . Published on February 4, 2016 by Steve Tv Show. Steve dedicated the entire hour to having an open and honest discussion about religion, in hopes of narrowing the gap between knowledge and fear.

### **1.6 Organization of Writing**

Writing this research is conducted systematically in order to follow the rules that apply in the procedure of academic writing and for the creation of good and true writing also be accepted by the reader. So, as not to complicate the reader in capturing the intention of writing this researcher provides this paper into five chapter with the following details :

**Chapter I** is an introduction the general description and the basis of this study which includes research background, statment of problems, research objective and significance, definition of key term and organization of writing.

**Chapter II** is the cornerstone of the whole theory to be used in the research as well as a review of previous research related to the theme raised by researchers in this study.

**Chapter III** is a research methodology that will explain the writing syystematics used by researcher in writing this study according to recognized standards. In this chapter includes methods of research, sample of data, source of data, techniques of collecting data, and techniques of analyzing data.

**Chapter IV** is finding and discussion. This chapter discusses about the data analysis .This chapter concerns with analysis of maxims in Steve Hervey Talk Show and find out the cooperative principles of the language use in violated by the using of the politeness maxim in the dialogue in Stave Hervey's talk shaw.

**Chapter V** is the conclusion and sugestion. In this chapter the researcher writes the concluion of the entire study that has been discussed from chapter I to chapter V and also gives an advice to the next researchers if anyone wants to rise the Politeness theme as the research.



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