

## CHAPTER I

### INTRODUCTION

In this chapter, the researcher discusses the background of this research, statement problem, research objectives, research significance, definition of key terms and organization of writing.

#### 1.1. Background

Who wants to offend or hurt someone in communication? Of course the answer is no one wants it happens. Once it happens, it can lead to misunderstanding between them, the speaker and hearer. Sometimes, there are many things that cannot be understood by one of them because there is missing link between it, such as the meaning of a speaker or a hearer that cannot be understood by one of them. Therefore, in communication, human being must pay attention to some important aspects that is not only about delivering ideas or meanings of speaker, but also about the way how it is conducted. And one of them is about politeness in communication.

Talking about politeness, it is connected with the intention or meaning of the speaker and the understanding of the hearer. Meaning can't be separated from the context of where and when the speaker communicates with the hearer. It can be categorized as a field of pragmatic study in linguistics.

Pragmatics is a study of how language is used to communicate that concentrates on aspects of meaning that cannot be predicted by linguistics knowledge alone. It is one of the branches of linguistics. Pragmatics studies the factors that govern our choice of language in social interaction and the effects of our choice on others. (Crystal (1987: 120). Yule (1996: 3) states that pragmatics is concerned with the study of meaning communicated by speaker and interpreted by listener. Both of them have the way to deliver their mind each other. Leech (1983) also states that it is the way speaker and writer accomplish goals as social actor who do not just need to get things done but must attend to their interpersonal relationship with other participant at the same time.

In having a conversation with others, people should pay attention to several rules in order to get the goal of the conversation. One way to make a meaningful or proper and civilized conversation is by applying Politeness Principle. Politeness Principle is an important role in human communication. If people can obey this principle, they can make their expression more tactful; whereas, if people violate the politeness principle, they may not make the hearers feel good. Grundy (2000: 146) states that politeness phenomena are one manifestation of the wider concept of etiquette, or appropriate behavior. To be successful in interaction, one has to follow some important strategies to be polite. In daily life, we can see how people doing conversation each other. They have different style and attitude to deliver what they think. Sometimes, there is misunderstanding between speaker and hearer.

Politeness in communication requires people to adopt strategies of maximizing polite beliefs and minimizing impolite beliefs. Pragmatics is relevant with politeness because politeness is a strategy employed by a speaker to achieve a variety of goals, such as promoting or maintaining harmonious relations. (Thomas, 1995: 157).

According to Leech, there are six maxims of politeness. First is tact maxim which minimizes cost and maximize benefit to other. Second is generosity maxim which minimizes benefit to self, maximize cost to self. Third is approbation maxim which minimizes dispraise and maximize praise of other. Fourth is modesty maxim which minimizes praise and maximize dispraise of self. Fifth is agreement maxim which minimizes disagreement and maximize agreement between self and other. The last is sympathy maxim which minimizes antipathy and maximizes sympathy between self and other.

In this research, the researcher is interested to analyze the politeness maxims in the *Oprah Winfrey Talk Show*. It is a very popular television program that is watched by many people all around the world. It presents the famous guests to be interviewed by Oprah Winfrey. Hence, this is the reason why the researcher wants to analyze it because as a popular television program, it must give advantages to the hearers of it not only from the contents of the topics of the talk shows, but also the way how the people, the guests and the host, communicate each other.

Because of the amount episodes of Oprah Winfrey Talk Shows, in this

research, the researcher only focuses or limits on the episode of *Michael Jackson Talks to Oprah*. This episode becomes an interesting and exclusive episode for the researcher because the guest is Michael Jackson who is a very popular singer in the world.

There are several relevant studies that are related to the analysis of pragmatics especially the politeness maxims. These relevant studies have relation to give contribution explaining about maxims of politeness. Nurdianingsih (2006) focuses to analyze of tact and approbation maxims based on Leech's politeness principles in the movie "Maid in Manhattan". She has found 10 conversations employing tact maxim, 7 conversations employing approbation maxim and 3 conversations employing both of tact and approbation maxims. The other previous study is from Purwanti (2006) who focuses on the flouting of politeness maxims in humor discourse of "Extravaganza" comedy. The humor in Extravaganza comedy is created interpersonally by flouting the maxims of politeness. The participants in Extravaganza comedy flout the maxims of politeness by minimizing benefit to other to make comic effect.

Unlike those researches, in this research, the researcher wants to analyze politeness maxims using Leech's theory to find the maxims and how the pragmatic scales do the maxims of politeness used in *Oprah Winfrey Talk Show: Michael Jackson Talks to Oprah*.

## 1.2. Statement of Problem

In conversation, there are politeness maxims used by Oprah Winfrey and Michael Jackson when they are asking something and answering the questions with their attitude. It can be analyzed by maxims of politeness such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Based on the background above, there are some problems that can be formulated, as follows:

1. What maxims of politeness are used in the *Oprah Winfrey Talk Show: Michael Jackson Talks to Oprah?*
2. To what pragmatic scales do the maxims of politeness occur in the *Oprah Winfrey Talk Show: Michael Jackson Talks to Oprah?*

## 1.3. Research Objectives

In this research, the writer would like to focus on maxim of politeness and how the politeness maxims use in the *Oprah Winfrey Talk Show*. The research hopes this research gives the advantages to the readers to knowing the kind of politeness maxim. Generally, the purpose of this research is:

1. To identify the maxims of politeness used in the *Oprah Winfrey Talk Show: Michael Jackson Talks to Oprah*.

2. To explain how the pragmatic scales do the maxims of politeness in the *Oprah Winfrey Talk Show: Michael Jackson Talks to Oprah*.

#### **1.4. Research Significance**

This research is study about maxims of politeness. This research is expected to give knowledge about the types of maxims and how the maxims used in the *Oprah Winfrey: Michael Jackson Talk to Oprah*. The researcher hopes this research will give the readers the better understanding about maxims and study of pragmatics. Besides that, the writer hopes it can be benefit for the readers. This research is one of requirements for a student to becoming a Scholar. A student who studies in the University is obligated to do a scientific research for getting Scholar academic title. This research is benefit for the research to give knowledge, especially in study of pragmatics.

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

To avoid misunderstanding, the researcher explains some terms that relate to this research, as follows:

- a. Pragmatics is concerned with the study of meaning communicated by speaker and interpreted by listener (Yule (1996: 3).
- b. Politeness principle is minimizing the expression of impolite beliefs,

maximizing the expression of polite beliefs. (Leech, 1983: 81).

- c. Oprah Winfrey Show is an American talk show that aired nationally for 25 seasons from 1986 to 2011. Produced and hosted by Oprah Winfrey, it remains the highest-rated talks show in American television history.

## **1.6. Organization of Writing**

Organization of writing in this research is divided into five chapters. The first chapter is an introduction that explains background, statement problems, research objectives, research significance, definition of key terms and organization of writing. The second chapter is review of literature. It consists of pragmatics, politeness maxims, and pragmatic scales. The third chapter is research method. It consists of research design, sample of data, source of data, technique of collecting data and technique of analyzing data. The fourth chapter is research findings and discussions. It consists of the types of maxims of politeness and pragmatic scales. The last chapter consists of conclusion and suggestion.