# CHAPTER I

# INTRODUCTION

This chapter is divided into six sub-chapters, such as research background, research problems, research objectives, research significance, conceptual framework, and previous studies. The explanation of these sub-chapters below.

## A. Background

Politeness is one way to improve speech. Politeness is well expressed as the use of good manner as well as our respect for the interlocutor through language in communication. That means implementing a strategy in achieving communication goals. In politeness, there are some strategies which we can use to convey our message through language.

Politeness in pragmatic terms is an action taken by competent speakers in a community to overcome the possibility of social or interpersonal disturbances, which is not a norm in a human culture and in politeness there is Face Threatening Act (FTA). FTA occurs when a speaker says something that is threatening or different from the expectations of his said partner. This will happen if both speakers and speech partners do not speak in accordance with social distance. Threatening in pragmatics terms is not the same as threatening in a general action, such as a crime etc. Threatening here is more about the meaning of speech which can cause other people to feel uncomfortable, offended, disappointed, etc.

Politeness is very important to be considered in daily communication to avoid misunderstanding in human interaction. However, politeness can not only be displayed in daily interactions, but can also be shown in an interview. One interview that showed politeness strategy was an interview on a YouTube channel: *The Daily Show with Trevor Noah*. *The Daily Show with Trevor Noah* is a YouTube channel created by Trevor Noah as an interviewer. Bill Gates, who was interviewed for being widely discussed by many people about him who was influential in this pandemic, COVID-19. Published, Bill Gates who is

not from a health background plans to make a vaccine to ward off this currently spreading virus. That's what makes this interview special because the interviewee is someone who is very famous and even though he is not part of the government, he is one of the people who are considered important in the United States, William Henry Gates III (Bill Gates). He is well known as the co-founder of Microsoft and Bill & Melinda Gates Foundation (BMGF), it was launched in 2000 and is reported to be the largest private foundation in the world.

But on the other hand, because netizens in the world, especially in the United States, want to know a clarification and statement from Bill Gates directly about the breaking news. Many people think that Coronavirus disease 19 is a conspiracy made by global elites, especially when all people in the world are panicking about this pandemic, Bill Gates appears with the vaccine. A former intelligence adviser at the Ministry of Defense, Mardigu Wowiek, argued in a 41:26 video interview by Deddy Corbuzier that was discussing COVID-19 and the conspiracy stated that COVID-19 was made for certain interests, one of which was for the interests of the American Presidential Election. Mardigu said that one of the world's pharmaceutical industry masters is Joe Biden (Democrat). Joe Biden is Donald Trump's potential opponent in this year's American presidential election. Behind Joe Biden, there are global elites such as Obama, Hillary Clinton, Bill Gates and others. It is these interests of the American Presidential Election that are said to be one of the triggers for the corona virus being spread as an act of revenge against Trump. *We believe and agree that this is a non-Trump America that created Covid-19,"* he said in the interview video. (Wowiek, 2020)

However, the researcher does not analyze the breaking news, but the researcher will analyze how an influential person in the United States, Bill Gates as an interviewee, answers questions using politeness strategies and the effect of FTA in the pragmatics discipline that is the reason the researcher wants to do this research.

## B. Research Problems

Based on the background of the study that the importance to notice FTA and politeness strategies use in speech in social life, the researcher will analyze how Bill Gates as an interviewee, answers questions using politeness strategies and the effect of FTA in the pragmatics discipline. The research problem can be formulated as follows:

1. What strategies of politeness are used by Bill Gates as interviewee in *The Daily Social Distancing Show: Bill Gates on Fighting Coronavirus*?

2. How is the effect of FTAs use that Bill Gates uses when answering interviewer questions in *The Daily Social Distancing Show: Bill Gates on Fighting Coronavirus?*

## C. Research Objectives

Based on the research statement problem, this particular study aimed at finding out and examine, that is:

1. Bill Gates' use of politeness strategies in answering the interviewer's questions.

2. The effect of FTAs use that Bill Gates uses when answering interviewer questions.

## D. Research Significance

The result of this research is expected to give significance theoretical and practical contribution, especially of politeness study. Theoretically, the findings of this research are expected to be one of the references about politeness strategies and Face Threatening Act (FTA). The research shows that politeness strategies and FTA of Brown and Levinson (Brown & Levinson, 1987) were used by Bill Gates in his interview. The research shows the politeness idea of Brown and Levinson (1987) is applicable in an interview, especially in *The Daily Social Distancing Show* interview. In addition, this

research can provide a little scientific contribution about Brown and Levinson's face threatening actions and politeness strategies for linguistic students in particular and for all those who read this study in general.

Practically, the researcher wants to know what kind of politeness strategy is used, especially by a well-known businessman, the world's role model, Bill Gates in his interview with Trevor Noah and what the influence of politeness strategies used to hearer's face. This research hopefully can inspire and help the readers to do their research in interview and analyze it based on politeness strategies.

### E.  Conceptual Framework

This part presents a conceptual framework, which investigates the relationship among key terms of research. This research focuses on talk show interaction. In a talk show, the interaction between a presenter who guides an event can be accepted by the interviewees and the audience and what is the goal of a talk in the talk show can be achieved. The main theory of this research is from the theory of Brown and Levinson (1987), which discuss about politeness. The politeness' theory has many types in it, such as face and politeness strategies to save the face.

The interaction theory of face-saving politeness has several strategies to save the listener's face from threats which are included in the speech of Brown & Levinson (1987) stating four strategies that the speaker chooses to save the listener's face, namely the first is "bald on record", the second is "positive politeness", the third is "negative politeness", and the last is "off record strategy and the dominantly politeness used by Bill Gates in the talk show is positive politeness.

The interaction theory of the Face Threatening Act (FTA) is categorized into FTA as the act of threatening the negative face of interlocutor, as the act of threatening the positive face of interlocutor, as the act of threatening the negative face of speaker, and as the act of threatening the positive face of speaker Then, the dominantly FTA category used by Bill Gates in the talk show is the act of

threatening the negative face of interlocutor. It means that Bill Gates threat the negative face of interlocutor.

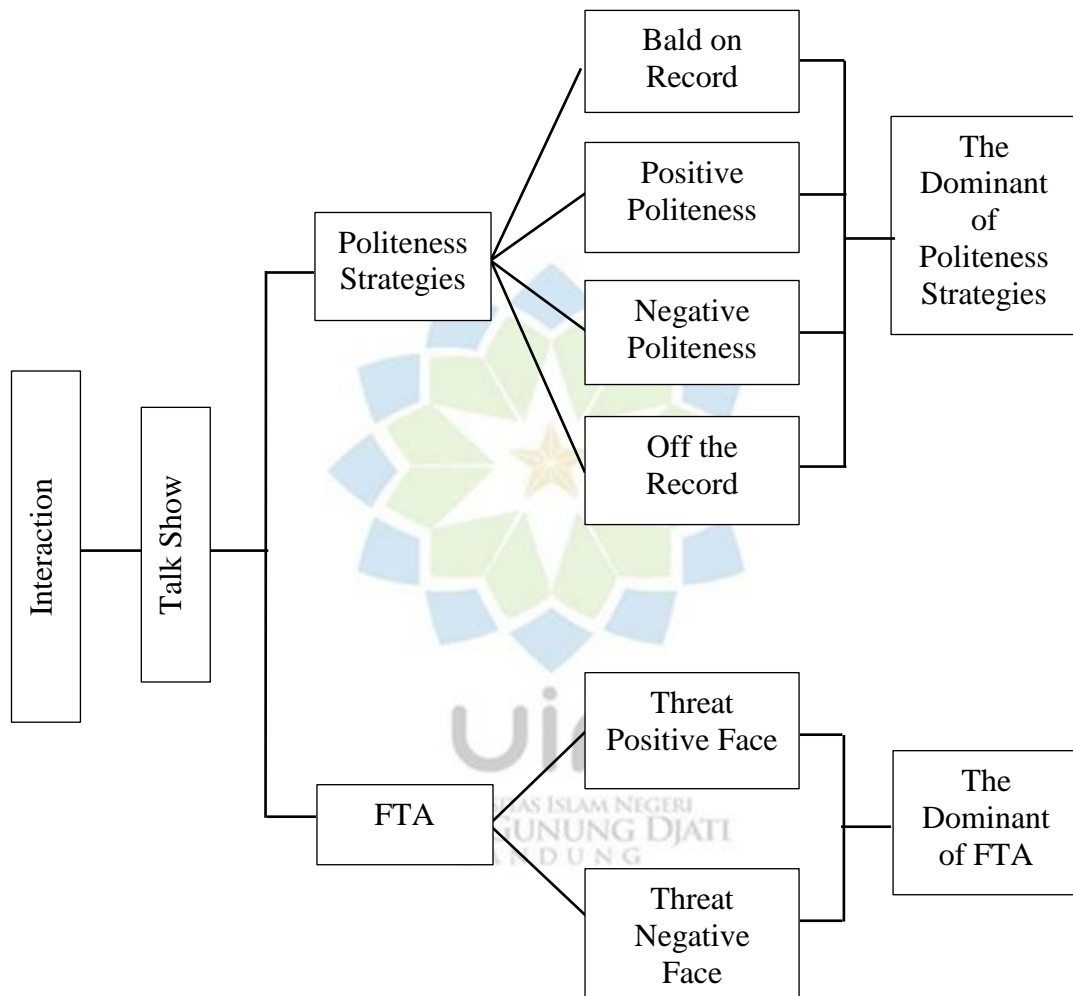The conceptual framework can be displayed in figure below:



*Figure 3.1 Conceptual Framewrok*

### F. Previous Studies

The previous research about politeness strategies used analysis that the researcher first read from Francis Kariithi (2016) who analyzed the *"Politeness Strategies Used by Youth in Their Language Use"*. This journal discussed politeness strategies used by youth when communicating with other

community members. The aim is to denounce old folk for a known fact that youth use their language in dealing with situations that old folk have perceived for lacking decency by exploring various politeness strategies employed by Kenyan youth when communicating with different groups of people.

This study found that the language frequently used by youth carries elements of politeness to different levels during their communication; with such evidence, politeness in the use of youth language was absolute. Dependable descriptive data analysis method. Purposeful sampling design was used with researchers using a questionnaire.

The researcher asked these questions to identify the level of sensitivity of the research respondents' use of language in line with the use of language that was said to be obscene. Because the study is intended to investigate youth politeness strategies; Researchers rely on Brown and Levinson Politeness Theory.

Finally, this journal found out that the youth use various politeness strategies depending on circumstances, such as bald on record, negative politeness, positive politeness, and off-record-indirect strategy from 30 respondents from three secondary schools in the then, Nakuru municipality. There were 15 students each male and female.

The second, a journal from Murni Mahmud (2019) that analyzed the *"The Use of Politeness Strategies in The Classroom Context by English University Students".* The study found out that politeness strategies were used in the presentation by the English students in University in Makasar both positive and negative politeness. The study shows some points about politeness strategies that are; 1) showing that a cross-cultural context study of politeness is required in order to examine the cultural influence in practicing politeness in the class, 2) contributing significantly to the process of English language teaching in universities in Makassar, 3) becoming input to other universities in Indonesia, especially for practitioners of the EFL classroom interaction about

how they should behave in the classroom in order to reach effective ways of interaction in the English language teaching.

The third, a journal from researcher collaboration, Shahrzad Eshghinejad and M. Raouf Moini (2016) who analyzed the *"Politeness Strategies Used in Text Messaging: Pragmatic Competence in an Asymmetrical Power Relation of Teacher-Student".* In the current study, it was conducted to analyze the positive and negative politeness strategies in Persian and English texts of Iranian EFL students who sent messages to their professors at Kashan University, Iran. Extensively debated that women are more polite user of language than men, this study attempted to describe the strategies used by these two groups and to find out whether there were significant differences between male and female students of English as a foreign language (EFL) in the use of positive and negative politeness strategies in sending SMS to lecturers, given that there is an asymmetrical power relationship and social distance between the two groups.

For this purpose, a corpus of 300 L1 (Persian) and L2 (English) request messages has been compiled. Based on Brown and Levinson's (1987) politeness theory, it is known that the participants have implemented those politeness strategies, which are appropriate to the academic context. This study emphasizes the relationship between gender and text messages using positive and negative politeness strategies. Although female participants preferred to use negative strategies more than male participants, the results obtained showed no significant difference between gender and use of politeness strategies. In other words, there is no significant difference in the use of positive and negative politeness strategies in male and female text messages. Hence, research studies refute the hypothesis that.

The last, a journal from Mega Selfia and Leni Marlina (2016) who analysed the *"An Analysis of Politeness Strategies Used by Deddy Corbuzier In Hitam Putih Talk Show".* In the current study, it was conducted to analyse the utterance of Deddy Corbuzier as interviewer or host in the famous talk show

in Indonesia, *Hitam Putih* talk show by using politeness theory of Brown and Levinson (1987). The purpose of this journal describes the types of politeness strategies and dominant politeness strategies used by Deddy Corbuzier when interview the guest star. This result finding of the research shows that the host of *Hitam Putih* talk show used all of types of politeness strategies. The most dominant used is positive politeness with 58 %, bald on record is 18 %, negative politeness is 15 % and the last strategy that Deddy Corbuzier used is off record with 9 %. It can be concluded that positive politeness strategy is the most dominant strategy used by the host in *Hitam Putih* talk show.

The differences between previous research above and this research are analysis objects are analysis youth, students (classroom situation/ formal education situations) and also is the public figure that is famous in Indonesia. Although the problems in this research the same with previous research about politeness strategies but it is different because this research uses the interview situation to analyze but there is the same object and topic of the previous study. Even so, there are still differences, namely the background of the object being analyzed. The background of the object of the previous study is a presenter or host, while the background of the object of this research is a businessman. The researcher will analyze politeness strategies used in the interview on Trevor Noah YouTube Channel (*The Daily Social Distancing Show: Bill Gates on Fighting Coronavirus*). The researcher uses Brown and Levinson about the theory of politeness strategy.