

## TABLE OF CONTENT

|                                     |     |
|-------------------------------------|-----|
| LEGALIZATION.....                   | ii  |
| DECLARATION OF OWNERSHIP .....      | iii |
| ABSTRACT.....                       | iv  |
| ABSTRAK.....                        | v   |
| PREFACE .....                       | vi  |
| ACKNOWLEDGEMENT .....               | vii |
| MOTTO .....                         | ix  |
| TABLE OF CONTENT .....              | x   |
| CHAPTER I.....                      | 1   |
| 1.1 Background of research .....    | 1   |
| 1.2 Research Question .....         | 5   |
| 1.3 Research Objective .....        | 6   |
| 1.4 Research Significances .....    | 6   |
| 1.5 Definition of Keyterms .....    | 7   |
| CHAPTER II.....                     | 9   |
| 2.1 An overview to Pragmatics ..... | 9   |
| 2.2 Politeness .....                | 11  |
| 2.3 Politeness principle .....      | 12  |
| 2.4 Politeness maxims.....          | 13  |
| 2.4.1 Tact maxim.....               | 13  |
| 2.4.2 Generosity maxim .....        | 13  |
| 2.4.3 Approbation maxim .....       | 14  |
| 2.4.4 Modesty maxim.....            | 15  |
| 2.4.5 Agreement maxim.....          | 16  |
| 2.4.6 Sympathy maxim .....          | 17  |
| 2.5 Factors causing politeness..... | 18  |
| 2.5.1 Social Class.....             | 19  |
| 2.5.2 Age.....                      | 20  |
| 2.5.3 Gender.....                   | 21  |
| 2.5.4 Context of Situation .....    | 22  |
| 2.6 Digital Academic Discourse..... | 23  |
| 2.7 Talk Show .....                 | 24  |

|                                                                                                                       |     |
|-----------------------------------------------------------------------------------------------------------------------|-----|
| CHAPTER III .....                                                                                                     | 26  |
| 3.1 Research Design.....                                                                                              | 26  |
| 3.2 Sample of data.....                                                                                               | 27  |
| 3.3 Source of data .....                                                                                              | 28  |
| 3.4 Technique of collecting data .....                                                                                | 30  |
| 3.5 Technique of analyzing data.....                                                                                  | 31  |
| 3.6 Organization of paper.....                                                                                        | 32  |
| CHAPTER IV .....                                                                                                      | 33  |
| 4.1 The Politeness Maxims Used by Lecture and Students on dedi_4548 Talk Show Video 34                                |     |
| 4.1.1 Tact Maxim .....                                                                                                | 34  |
| 4.1.2 Generosity Maxim .....                                                                                          | 45  |
| 4.1.3 Approbation Maxim.....                                                                                          | 52  |
| 4.1.4 Modesty Maxim .....                                                                                             | 63  |
| 4.1.5 Agreement Maxim .....                                                                                           | 68  |
| 4.1.6 Sympathy Maxim.....                                                                                             | 77  |
| 4.2 The Factors that Causing the Politeness Maxims Applied by Lecture and Students on Dedi_4548 Talk Show Video ..... | 78  |
| 4.2.1 Social Class.....                                                                                               | 79  |
| 4.2.2 Age.....                                                                                                        | 86  |
| 4.2.3 Gender.....                                                                                                     | 87  |
| 4.2.4 Context of Situation .....                                                                                      | 89  |
| CHAPTER V .....                                                                                                       | 104 |
| 5.1 Conclusions.....                                                                                                  | 104 |
| 5.2 Suggestions .....                                                                                                 | 105 |
| REFERENCES .....                                                                                                      | 107 |
| APPENDIX.....                                                                                                         | 109 |