CHAPTER I

INTRODUCTION

1.1 Background of research

Humans naturally are social beings who always need each other and cannot live alone, so humans need to interact with others. One of the manners to interact is communication through a language. According to Cartwright (2002), communication is the passing on of information, ideas, feelings, etc. to another party. Thus, communication is crucial for humans as social beings, so building good communication is highly required.

According to (Chomsky, 1965), linguistics is the in-depth study of the internal structure of language, including the basic rules and principles that enable humans to produce and understand sentences. Chomsky argues that linguistics should reveal how language works in the human mind, with a focus on generative grammar that explains how complex sentences can be formed from basic rules. In addition, Chomsky argues that humans have an innate ability to learn language through universal principles that underlie all languages, so linguistics should explore how language competence a deep knowledge of the structure of language affects language ability.

In order to build good communication, the speaker must speak politely. Speaking politely is examined in linguistics, it is called politeness. Yule (1996) states that politeness consists of ideas such as being prudent, modest, and pleasant to other people. Politeness consists of good things, afterward it is brought as a good element in communication. Thus, politeness must be considered in communication because it gives a good value.

According to Grundy (2000), politeness occurrence is a manifestation of the broader concept of appropriate behavior. Humans do not possess politeness inherently, so humans must learn and establish it. Maxim of politeness is one manner to establish politeness in conversation. Leech (1983) states that politeness

language fundamentally should pay attention to six maxims of politeness, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Politeness maxims are essentially rules that should be adhered by people in conversation to show polite intention. Therefore, both speaker and hearer must be polite by adhering to the politeness maxim during communication.

The application of politeness maxims is required in communication. By applying it, parties in communication will feel safe and comfortable, which also will build good communication. According to Cruse (2006), politeness account regarding minimizing the negative effect and maximizing the positive effect of the speaker's utterance. Politeness is beneficial for both parties in communication because it will help to maintain the feelings of both the speaker and the hearer. Lakoff (1975) proposes that politeness is developed by society to reduce the fraction of personal interaction. Politeness is appropriate to apply in any field of communication, one of it is talk show.

In the talk show, the host as the interviewer demands some information from the guest star as the interviewer by asking several questions. The host has to speak politely when he asks several questions, and the guest star also has to speak politely when he answers the questions as support to build good communication. In other words, the host and guest star must consider what they said to make each other feel comfortable. The participants in the talk show need to adhere to maxims of politeness in order to make the hearer feel comfortable and safe. Furthermore, the application of the politeness maxim in the talk show may help people learn how to act proportionally on a stage. Thus, the host and guest star should adhere to maxims of politeness.

In this research, the researcher chose Leech's (1983) politeness maxim in the talk show as the theory because it is interesting considering that the talk show serves in an informal way, so the researcher is curious about what types of maxim politeness occurred. The researcher found a talk show used by a lecturer and the students in academic setting. The importance of maintaining effective communication in an academic environment. this study aims to examine how the Politeness Maxim is applied in academic discourse between lecturers and students. By analyzing the language choices and communication strategies used by both parties, this study seeks to uncover the patterns of politeness that underlie academic interactions and their contribution to creating a harmonious learning environment. In addition, this study will also explore the extent to which social and cultural factors influence the application of the principle of politeness in various academic contexts. The results of this study are expected to provide valuable insights into improving the effectiveness of communication in higher education environments and encouraging a more professional and respectful communication culture.

The researcher choose the talk show at dedi_4548 YouTube Channel as the object. The reason for choosing it as the object is because the talk show is an interesting thing to analyze, it demonstrates the language of daily conversations that encourage students to speak more politely. In that podcast, the hosts and guest stars have different status and focuses on digital academic discourse that occurs in YouTube talk shows, where interactions occur between lecturers and students in academic discussions then it becomes interesting to analyze. Furthermore, Mr. Dedi Sulaeman, who was the guest star, is a lecturer in the English Literature Department at Sunan Gunung Djati State Islamic University, Bandung. This lecturer, who teaches a Cross-Cultural Understanding course to fifth-semester students, used the talk show to engage students in collaborative discussions on various course topics. The episodes are posted on the dedi_4548 YouTube channel. Each video presents a unique participant arrangement; one episode might feature the lecturer as the main speaker, a student as the secondary speaker, another as the host, and one more as the co-host. Another episode might include the lecturer as the main speaker, one student as the host, and two as co-hosts, with all participants

discussing course-related subjects. He has a YouTube channel that reviews various topics regarding English literature.

Similar research previously had been conducted related to politeness maxims. First research from Mariani (2019) which entitled "Politeness Principles in "Donald Trump's Election Victory Speech". In this research, the researcher found six types of politeness maxims such as agreement maxim, approbation maxim, generosity maxim, tact maxim, modesty maxim, and sympathy maxim. And the object being used in this research is the video "Donald Trump's election victory speech" on YouTube. The most dominant politeness principle used by Donald Trump in his speech was the tact maxim, which focuses on maximizing benefits to others and minimizing their cost. By using the tact maxim, Trump try to show respect and connect with others by aligning with their perspectives and showing empathy. This use of tact maxim reflects his intention to deliver his speech politely. Trump applied this maxim through directives, often used to issue commands, whether directly or indirectly, in a way that conveys tactfulness to his audience.

The second, there is Elisabeth & Saragih (2014). That entitled "Politeness Principles In Barrack Obama's Interview". In this research, the researcher found six types of politeness maxims such as agreement maxim, approbation maxim, generosity maxim, tact maxim, modesty maxim, and sympathy maxim. And the object being used in this research is the video interview of Barack Obama. The most dominant politeness principle used by Barack Obama in this interview was the agreement maxim. Obama using the agreement maxim to shows respect, as people tend to feel more comfortable and receptive toward someone who shares their perspectives and values. Additionally, this approach helped to reduce potential conflicts with the interviewer and the global audience, recognizing that the interview would likely be viewed by many people around the world.

The third, there is Rini, Heriyanto, and Muhid (2023) which entitled "Maxim of Politeness Used in " The Grand Final of American Got Talent 2021": A Pragmatics Analysis ". In this research, the researchers found the types of politeness maxims used by the judges and participants of the grand final are tact maxim, generosity

maxim, approbation maxim, agreement maxim, sympathy maxim, and modesty maxim. Thus, all types of six politeness maxims are used by the judges and participants. In the third previous research involves a wide range of groups, including participants, judges, and audiences who observe the event. Given the diversity of involvement, this research is designed to appeal to a wider public, as it addresses a range of interests and perspectives from a variety of parties. In contrast, this research is more limited in scope, involving primarily a smaller, more specific group such as lecturers and students in UIN Bandung. This focussed discussion academic or institutional needs rather than the broader public interest, highlighting a distinct purpose and audience for each research effort.

In pragmatic studies, the concept of politeness has been widely studied in various communication contexts, both in political speeches, interviews, and interactions in entertainment events. Several previous studies have examined the principles of politeness in various communication situations. For example, first research analyzed how politeness is used in monologue and strategic victory speeches in a political context. Likewise, second research examined the application of politeness principles in political interviews, which involved interactions between interviewers and political figures. And the third research focused on the use of politeness maxims in competitive entertainment events. Different from previous studies, this study focuses on the application of the Politeness Maxim in digital academic discourse, especially in the interaction between lecturers and students in YouTube Talk Show. The digital academic discourse has unique characteristics because it combines formal and informal communication elements, where politeness plays an important role in maintaining effective interactions.

1.2 Research Question

Based on the background of problem, it can be formulated into these following questions:

1. How politeness maxims are used by the lecture and students in Talk Show at dedi_4548 YouTube Channel?

2. What factors caused the politeness maxims used by the lecture and students in the Talk Show at dedi_4548 YouTube Channel?

1.3 Research Objective

Based on the formulation of the research question above, the researcher is intended:

1. To identify how the politeness maxim used in the Talk Show at dedi_4548 YouTube Channel.

2. To find out the factors that caused politeness maxims used by the lecture and students in the Talk Show at dedi_4548 YouTube Channel.

1.4 Research Significances

The findings of this research offer valuable insights into politeness maxims for readers, serving as a comprehensive resource for those interested in analyzing Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim, particularly in a discourse context. Additionally, the research holds dual significance, encompassing both theoretical and practical implications.

a) Theoretical Significances

The research findings are expected to enrich comprehension or understanding of politeness maxims. Additionally, this research is expected to enrich the study of pragmatics, especially the study regarding politeness maxims.

b) Practical Significances

The researcher hopes this research is used as a reference for any students of English study program who intend to examine politeness maxims. Futhermore, the researcher also hopes the reader apply the maxim of politeness in their daily conversation to build good communication.

1.5 Definition of Keyterms

To prevent any misunderstandings regarding the specific terms used in this study, the definitions of key terms are provided below:

1. **Pragmatics**

The term Pragmatics used in this study refers to the branch of linguistics that explores how context influences the meaning of language. It discusses how speakers and listeners use and understand language in real-world communication circumstances, including implicit language use and implicatures, as well as how social, cultural, and situational aspects influence conversation understanding and interpretation. Pragmatics examines issues such as speakers' intents, listeners' assumptions, and the use of language to achieve communicative objectives.

2. **Politeness**

In this study, the term politeness is defined as something that is at the core of social life and interaction, so politeness is considered very important for maintaining social relationships, because it is a prerequisite for human cooperation in general.

3. **Politeness principle**

This study used the term politeness principle to show that obstacle observed from human communicative behavior that influences to avoid disputes or communicative violations and maintain harmony in communication. 'Communicative discord' is a situation in which meanings have been communicated in order to achieve mutually incompatible goals.

4. **Politeness Maxims**

The term politeness maxim in this study refers to show awareness of the dignity of others in language, both when using spoken and written language. To apply politeness in conversation, Leech (*1983*) proposes politeness principles as a way to explain how politeness operates in conversation. There are six

maxims of politeness according to Leech's theory; Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim. (Leech, G: 1983).

5. Factors of Politeness

According to Leech (1983), variation in age, gender, social class, and locality will all have a potential impact. So it can be concluded that many factors influence people to be polite such as social class, age, gender, and context of situation. Dyatmawan (2016) stated that the context of the situation consists of the participants, the setting or social context of the interaction, the topic, and the function.