CHAPTER I

INTRODUCTION

This chapter provides an overview of the study's background, the problem it aims to solve, the research objective, and the research significance. It also reviews the results of previous studies on the topic. Finally, the key terms definition is provided.

1.1 Background of Study

When language is used, it serves as a thought, expression, and communication tool. A language is a communication tool because it fosters intimacy and community, which can help people feel a bond and a sense of unity. Language is a tool of thought that directs the speaking population to behave in a civilized and orderly way. Language also fosters creativity among its users as a medium of expression because it allows people to convey ideas regarding intelligence, science, and technology (Mills, 2003).

Every human contact benefits from using language as a medium of communication. It is utilized for interpersonal communication and social interaction. People would find it challenging to communicate and work together without language. There are various communication styles, whether they are used in spoken or written language. However, spoken language is more frequently utilized in daily interactions between people since it allows for more direct communication with the other party. Language allows individuals toand thoughts of others.

Written language and spoken language make up language as a medium of communication. Examples of written communication include novels, articles, news stories, and computer-mediated communication. While spoken communication might take the form of daily interactions, group debates, business meetings, and others. Examples include talk shows, news broadcasts, and other vocal communications that must be courteous.

In spoken communication, an interlocutor is given a message by a speaker. The speaker can comprehend the message and will respond adequately. Speakers must employ communication techniques to ensure the message is delivered and understood effectively. The phrase "linguistic politeness tactics" refers to efforts to talk graciously and intelligible language expressions; thus, it does not always imply acting politely. According to Brown and Levinson (1992, p. 64), every speech act is potentially face-threatening to an aspect of the hearer's or speaker's face. This concept demonstrates that being polite is challenging because it entails learning the language and developing a strategy to consider other emotions.

Based on that described above, the researcher is eager to investigate and develop the study of a politeness strategy for Oprah Winfrey's 2020 Vision Tour; by analyzing this talk show, an understanding of the political strategies of FTA and the term of FTA can be completed. Later, it can bring a deep awareness of human conversation in a natural context or situation because the purpose of modesty is to make both the speaker and the listener feel comfortable and understand each other. It is also helpful to avoid conflicts in everyday communication so that our social life goes well.

Studies about politeness strategies have been done previously. Some of them were:

The first one was conducted by Siburian (2016), entitled "An Analysis of Politeness Strategy In Soimah Talkshow In TRANS TV," the result was four different sorts of politeness. There were a positive politeness strategy, negative politeness strategy, bald on-record strategy, and off-record strategy. In Soimah STS, there were (41, 3%) positive politeness ratings, (26, 0%) negative politeness ratings, (17, 3%) bald on-record strategy, and (15, 2%) off-record strategy.

The second one was done by Indriani (2014), entitled "Analysis of Positive Politeness Strategies Used by Grace And Meg In Monte Carlo Movie," The result showed that compared to Meg, Grace displayed the most positive politeness in her words. She was also younger than Meg, so she owed Meg

respect. Comparing the two, Grace, the protagonist was revealed from the results, expressing herself with the most positive politeness. She also needed to show respect to Meg as she was older than her.

The third was employed by Hasmi (2013) entitled "A Pragmatic Analysis of Politeness Strategies in the Nanny Mcphee Movie." The four sorts of politeness methods utilized by the notable characters in the Nanny McPhee movie when interacting with the children are as follows: positive politeness strategy (46), negative politeness strategy (15), bald on-record strategy (31), and off-record strategy (12).

The last one was from Rahmaniar (2016), entitled Analysis of Politeness Strategies in John Green's Novel The Fault in Our Stars. This study's conclusions revealed six negative politeness methods and 12 positive ones. The descriptive analysis revealed two functions of positive politeness strategies, such as expressing respect and reducing the possibility of face-threatening actions, and two functions of negative politeness strategies, such as showing respect and reducing specific coercion.

This study to be conducted has in common and disparities with previous studies. This equality of study with previous studies is about politeness. The object of research distinguishes this study from previous studies. The object of this study is Oprah Winfrey's 2020 Vision Tour with Lady Gaga as a guest star (Lady Gaga, or Stefani Joanne Angelina Germanotta, is an actress, singer, and composer from the United States). The object of this study has different criteria of courtesy from those of previous research. Some previous studies of politeness strategies are coherent with this study.

1.2 Statement of Problems

As the researcher described above, the researcher makes some questions to resolve this research problem. The research questions of this analysis are:

1. What types of politeness strategies are reflected in Oprah Winfrey's 2020 Vision Tour with Lady Gaga as a guest star?

2. What factors influence the choice of strategies in Oprah Winfrey's 2020 Vision Tour with Lady Gaga as a guest star?

1.3 Research Objectives

Based on the statement of problem above, the researcher focuses on the politeness strategies of conversation in *Oprah Winfrey's 2020 Vision Tour*. The study's objectives are as follows:

1. To analyze types of politeness strategies reflected in Oprah Winfrey's 2020 Vision Tour with Lady Gaga as a guest star.
2. To analyze the factors that influence the choice of strategies in Oprah Winfrey's 2020 Vision Tour with Lady Gaga as a guest star.

1.4   Research Significance

This study has theoretical and practical significance, which are as follows:

1. Theoretical Significance

This research analyzes the reality of education in a language. This research can increase knowledge about the social role in linguistics, especially in the strategy and principle of politeness.

2. Practical Significance

This study will be helpful for those who take the field of linguistics because it contributes to the analysis of strategy and politeness principles and can be used as a reference. In addition, it adds insight to the people who read it.

1.5 Definition of Key Terms

a. Artist

An artist usually is a performer, such as a musician, actress, or dancer. A famous artist follows talk shows and others as a guest star in limited shows. Someone creative, innovative, or skilled in the arts is called an artist.

People who create works of art, such as paintings, sculptures, acting, dance, literature, movies, and music, are the most common uses. Artists use their creativity and talent to create works of beauty. Art historians and critics define an artist as creating art within recognized boundaries.

b. Face Threatening Acts (FTA)

FTA threatens someone's positive and negative facial desires that need to be satisfied. Face-threatening acts or FTA can be directed at either the speaker's or the hearer's face.

c. Guest Star

A guest star is a celebrity or other notable interviewee or pundit who appears on the show as a guest interviewer or commentator.

d. Politeness Strategy

The politeness strategy is a linguistic attitude that makes an interlocutor feel comfortable. The parameter of politeness is part of the interlocutor. So, Brown and Levinson, in their phenomenal book, proposed the concept of face.

e. Talk Show

The talk show is an antagonistic discursive genre, a massively popular media phenomenon, and a form of politically and morally divisive entertainment. A few popular broadcast cultures' discursive practices have been more divisive and subject to scholarly and cultural scrutiny in recent years. A talk show, especially on television, has become more popular. The talk show combines two distinct and frequently contradictory rhetorical paradigms.