

# CHAPTER I

## INTRODUCTION

This chapter presents the introduction of the general explanation of the research. It provides the background of the research, statement of the problem, research purposes, research significances, conceptual framework, and definition of key terms.

### 1.1 Background of the Research

Language is one of the most important parts of human life, because without language it is difficult for humans to communicate with each other. Humans can express, emotions, feelings, ideas, opinions, and so on through language (Fitria et al., 2020). Through language humans can express thoughts, emotions, and feelings in an effective and better way. According to Chomsky (1986) language is a system of sounds and a system of interconnected concepts. This means that humans as language users can easily communicate with each other and share information thanks to these “sounds”. In using language, sometimes humans do not speak politely, or even violate certain aspects of politeness when they communicate with others. In this case, of course, it can hurt the feelings of someone who hears it. The study of the phenomenon of politeness in language is discussed in the branch of linguistics, which is pragmatics.

When talking about “politeness” in the field of pragmatics studies, it does not refer to rules of social behavior such as letting others through the door first, or wiping the mouth with a napkin rather than using the back of the hand. Rather, politeness here refers to a choice made in language use, a linguistic expression that gives space to others and shows a friendly attitude towards them (Cutting, 2001). In other words, politeness is a way to interact with others to show a friendly attitude.

In an interaction, politeness is the means used to show awareness of the other person's face (Yule, 1996). Face here is not face in the literal sense, but is

a term that means one's public self-image. It refers to the emotional and social sense of self that everyone has and expects everyone to recognize. When having conversation, strategies are needed to create a comfortable interaction between the speaker and the hearer. The speaker must know the appropriate ways to speak, according to Yule (1996) this is called “polite social behavior”. It is one of the ways people keep face and the feelings of others in communication. In general, being polite means being considerate of other people's feelings. A positive relationship will develop between two people when they feel comfortable with each other. To ensure a productive conversation, politeness is essential. As speakers, people should be able to plan what they say to sound good to the people listening and avoid words that may hurt their feelings. According to Brown & Levinson (1987), politeness strategies should be used by speakers and hearers to respect each other. Therefore, in speaking, using politeness is needed.

Politeness is a strategy to maintain respect and avoid conflict (Azmi, 2022). Meanwhile, as cited in Wartini (2023) also explains that politeness is considering others' feelings to make oneself more comfortable. In addition, Culpeper (2009) defines politeness as a strategy that people use to build harmonious communication. In language politeness, there are strategies that can be used to speak with hearers, which are politeness strategies. According to Brown & Levinson (1987), politeness strategies exist and are developed to save the face of the hearer. In other words, this politeness strategy is a way to save the positive or negative face of the hearer. In this case, being polite itself is an effort to save the face of others so that oneself also feels comfortable.

Brown and Levinson (1987) explain there are four politeness strategies, which are Bald on Record, Positive Politeness, Negative Politeness, and Off Record. These strategies are very important to use, because often when speaking, speakers have the potential to hurt their hearers, as expressed by Brown and Levinson (1992) that every speech act has the potential to threaten the face of the hearer. Which means, this concept shows that being polite is very

difficult to do without knowing the strategies, because it requires language learning, as well as the development of strategies to consider the emotions of the hearer.

Regarding the use of politeness in language, many studies conducted in the field of language politeness and gender have found similar conclusions that there are actually differences in language politeness patterns between men and women (Nurjanah et al., 2017). Moreover, Denana (2019) explains that the way men and women speak shows differences in various ways, such as the use of words or lexicon, intonation and voice tone, prosodic phenomena, in sentence structure and other syntactic elements. In addition, according to Coulmas (2005) in the context of conversational norms, differences exist between men and women. According to Lakoff (1975) in (Denana, 2019), women tend to use more polite sentence patterns more often than men. This is largely because women are taught from an early age to avoid conveying opinions and attitudes directly. Female speaking is characterized by the inclusion of elements such as “tag questions that express uncertainty, mitigation, and doubt”, while in male speaking, the main features are “assertiveness, directness, confidence, and the use of features such as direct and unambiguous statements and interpretations” (Keikhaie & Mozaffari, 2015). The use of politeness can be found anywhere, one of them is in talk shows. In talk shows, the host and guest stars will tend to use politeness when communicating to respect each other.

Talk shows is one of the most watched programming genres today. Whether on television or on digital platforms, talk shows have a special appeal to viewers. Talk shows are well-loved because they often include interviews with experts in a particular subject, famous individuals, or those with inspiring stories. According to Hutchby (2003), a talk show is an interactive conversation show, talk show, or dialogue show that brings guest stars into the talk show studio to talk about or discuss a topic. Through the topic discussed in the talk show, viewers can find out information, especially information that is being discussed. In addition, Rovita & Gulo (2022) argues that talk show is a

television program where individuals or groups discuss one or more topics proposed by the Talk Show host. Personal stories or hot issues are topics that are usually discussed in talk shows.

The *Jay Shetty Podcast* YouTube channel is one of the YouTube channels whose content involves talk shows. In his content, Jay Shetty discusses something interesting and provides benefits to his audience, which are sharing motivation, how to live happier and how to improve mental health. This YouTube channel, which joined on July 31, 2020, has 1.62 million subscribers and has been viewed approximately 110,393,713 times. The conversations between Jay Shetty and his guest stars are focused on discussing a particular theme or issue, mainly related to providing motivation to his viewers, especially topics related to mental health. In addition, each guest star invited in the *Jay Shetty Podcast* talk show comes from different backgrounds such as culture, profession (such as athletes, doctors, models, singers, speakers, writers and actors who are famous in these fields) and different genders, so understanding the use of politeness strategies through talk shows will be very interesting to do, because it can see and learn how Jay Shetty as the host uses politeness strategies in communication, especially how to apply politeness strategies to male and female guest stars.

Based on the background above, this research belongs to the field of pragmatics. The objects chosen by the author in this study are the six most popular talk show videos on the *Jay Shetty Podcast* YouTube channel, which are Jay Shetty's interview videos with Will Smith, Joe Dispenza, Tom Holland, Kendall Jenner, Selena Gomez and Kim Kardashian.

The reason the author chooses the *Jay Shetty Podcast* YouTube channel as the object of research is because the *Jay Shetty Podcast* channel is one of the well-known talk show YouTube channels. This YouTube channel has several advantages compared to other YouTube channels that carry the same theme, including the *Jay Shetty Podcast* YouTube channel presenting inspirational content, a variety of topics that are relevant to modern life today, exceptional

quality of guests and interviews such as inviting inspirational and influential figures, professional production, and displaying simplicity and honesty. So that by analyzing how Jay Shetty uses positive politeness strategies will help in applying politeness strategies in everyday life, and can also provide additional new insights related to the use of positive politeness strategies in conversation.

The analysis focus on the use of positive politeness because positive politeness strategies are strategies used to show familiarity to hearers who are not close (Azmi, 2022). As stated by Brown & Levinson (1987) positive politeness is used as a metaphorical way to extend familiarity, with the intention of indicating likeness or sharing intentions to some extent, even between individuals who are initially strangers to each other. It aims to facilitate interaction, even if in a way that is reminiscent of similarity. In a talk show, the host and the guest stars may not always be familiar with each other in advance, but there is also a possibility that the host and the guest stars are familiar or even friendly in advance. However, if the host and the guest stars are not very close or familiar, then they will instinctively use positive politeness strategies to save each other's face. Even though the host and the guest stars are not very familiar in advance, the host and the guest stars may be able to form a good relationship during the show, when they speak to each other using positive politeness strategies, because this strategy seeks to minimize the distance between the speaker and the hearer by expressing concern and friendship.

Research related to politeness strategies have been conducted by several researchers in various objects, including the following: The first was the research of Eva Azahrawati (2018) in a study titled "*Positive and Negative Politeness Strategies in Zootopia Movie Script*". This study described pragmatic studies, namely the politeness strategies included in the Zootopia movie script. The politeness theory of Brown and Levinson (1987) was the theory used by the author in this study. The results of this study found 43 data, 30 positive politeness strategy data and 13 negative politeness data. 30 positive politeness strategy data that the most dominant strategy is the "use in group identity

markers”. Then, the 13 data that used negative politeness strategies were analyzed, the most dominant are 3 data on the “give deference” strategy and 3 data on “be conventional”. This research contributes to the author as a basis for research related to the use of politeness strategies in movie scripts.

The second was Muhammad Taofik Adriansyah (2019) with the title “*Positive and Negative Politeness Expressions Used in Blackkkklansman movie*”. This study focused on analyzing the reasons actors and actresses adopt positive and negative politeness methods in the Blackkkklansman movie as well as the strategies' utilization in the movie. Theories from Brown and Levinson (1992), and Thomas (1980) were the main theories used by the author in this study. The findings of the data analysis led to the conclusion that, with 29 data, positive politeness techniques outnumber negative politeness tactics in the Blackkkklansman movie. The reason for using the strategy is more heavily influenced by social distance, according to 36 data, because of the traits that exist in people who must essentially be social, particularly in the police force with a variety of traits, thoughts, and social statuses faced by the community. This study contributes to the author's research on how the reasons for using positive and negative politeness strategies based on the theories of Brown and Levinson (1992) and Thomas (1980).

The third was Rivaldi Abdillah Setiana (2021) with the title “*Positive politeness strategies used by Niki and Zach in Zach Sang show's interview*”. This study focused on research on positive politeness strategies. The interview between Zach and Niki in the Zach Sang Show is used as the object of his research. The theory of Brown and Levinson (1987) was the theory used by the writer in this study. The results of this study found that there were at least 82 data and 14 types of positive politeness strategies in Zach Sang Show's interview with Niki and both implemented these strategies by considering rewards and circumstances: sociological variables. This research contributes to the author's research as a provider of the same theory as the theory the author uses.



The fourth was Muhamad Fauzan Fikri (2022) with research entitled “*Positive Politeness Strategies in Women's Language of Transgenders in YouTube Interviews and TV Shows*”. In this study, the transition from male to female is the main focus. The author used Lakoff's (2004) theory and Brown & Levinson's (1987) positive politeness strategies in this study. This study found that Laverne Cox used 12 intensifiers, 11 lexical hedges, 4 emphatic stresses, 1 tag question, 3 empty adjectives, and 1 avoidance of swear words along with 1 notice/attend to H, 4 use in-group identity markers, 11 exaggerations, 3 avoid agreeing, 1 give (or ask for) reasons, 8 presuppose/raise/assert common ground, 2 jokes, and 3 assert/presuppose S's knowledge of and concern for H's wants. On the other hand, Caitlyn Jenner applies 30 emphatic stresses, 20 lexical hedges, 7 empty adjectives, 3 rising intonations, and 13 intensifiers. He also uses 12 exaggerations, 8 avoid disagreement, 1 notice/attend to H, 1 use in-group identity markers, 21 presuppose/raise/assert common ground, 8 seeking agreement, 7 give (or ask for) reasons, 1 includes both S and H in the activity, and 2 offer or promise. This research provides the author with an understanding of the relationship between politeness strategies and women's language.

The fifth was the research of Agil Nofri Azmi (2022). His research is titled “*Positive Politeness Strategies Used by Jimmy Fallon In The Tonight Show's YouTube Channel*”. This research focused on examining one topic, namely positive politeness strategies in interviews between Jimmy Fallon and guest stars of The Tonight Show. The theory of Brown and Levinson (1987) was the theory used by the author in this study. The results of this study, found 112 data, and found 14 types of positive politeness strategies in Jimmy Fallon's interview with guest stars on The Tonight Show. In The Tonight Show, Jimmy Fallon dominantly used the positive politeness strategy of exaggeration with a total of 50 data. Meanwhile, 62 positive politeness strategies with exaggeration and giving (or asking for) reasons were dominantly used by the guest stars, and they implemented these strategies by considering rewards. and circumstances: sociological variables. This research contributes to the author's research as a

comparison in terms of findings, so that this research can help evaluate the significance or novelty of the author's research.

From these previous studies, the author is inspired to do the same thing, which is to examine the use of positive politeness strategies, but the difference is that this study is more focused on categorizing how the use of positive politeness strategies to male and female, because many studies that have been conducted in the field of language and gender politeness conclude that there are actually differences in language politeness patterns between men and women (Nurjanah et al., 2017). The way men and women speak shows differences such as in the use of words or lexicon, intonation and tone of voice, prosodic phenomena, in sentence structure, and other syntactic elements (Denana, 2019). Thus, based on this explanation, the author is interested in examining the positive politeness strategies used by Jay Shetty to male and female guest stars on the *Jay Shetty Podcast* YouTube channel. In this study, the research objects that the author chose are the six most popular talk show videos on the *Jay Shetty Podcast* YouTube channel. The theory of positive politeness strategies proposed by Brown & Levinson (1987) is the theory used in this study. Therefore, the author decided to propose **“Positive Politeness Strategies Used by Jay Shetty in Jay Shetty Podcast YouTube Channel”** as the title of the study.

## **1.2 Statement of the Problem**

There are limitations in previous studies that research positive politeness strategies, they only focus on analyzing the use of positive politeness strategies in general and not specifically. Therefore, in this study the authors are interested in examining the same thing, which is related to the use of positive politeness strategies, but more focused on categorizing how the use of positive politeness strategies to male and female based on the theory proposed by Brown & Levinson (1987), because many studies that have been conducted in the field of language and gender politeness conclude that there are actually differences in language politeness patterns between men and women (Nurjanah et al., 2017).



The way men and women speak shows differences such as in the use of words or lexicon, intonation and tone of voice, prosodic phenomena, in sentence structure, and other syntactic elements (Denana, 2019). In addition, according to Lakoff (1975) in (Denana, 2019) women tend to use more polite sentence patterns more often than men. Thus, based on this explanation, the author is interested in examining the positive politeness strategies used by Jay Shetty to male and female guest stars in the *Jay Shetty Podcast* YouTube Channel.

Based on the background above, the author concludes that there are two questions that are the focus of this study, they are:

1. What are the types of positive politeness strategies used by Jay Shetty to male and female guest stars in talk show videos on the *Jay Shetty Podcast* YouTube Channel?
2. What factors influence the choice of positive politeness strategies used by Jay Shetty in talk show videos on the *Jay Shetty Podcast* YouTube Channel?

### **1.3 Research Objectives**

Based on the formulation of the research question, the objectives of this study are as follows:

1. To find out the types of positive politeness strategies used by Jay Shetty to male and female guest stars in talk show videos on the *Jay Shetty Podcast* YouTube Channel.
2. To investigate the factors that influence the choice of positive politeness strategies used by Jay Shetty in talk show videos on the *Jay Shetty Podcast* YouTube channel.

### **1.4 Research Significances**

The significance of this research is expected to be useful, both theoretically and practically. Theoretically, this research is expected to contribute to the field of linguistics studies, especially in the field of pragmatics

in the related study of positive politeness strategies. Practically, this research is expected to provide insight and knowledge for readers regarding how to apply politeness strategies in speaking with interlocutors to be applied in daily conversations. For example, in situations when communicating with people who are not too close or with strangers, then as an example the speaker can use the positive politeness strategy “Intensify interest to H” to create the impression that the speaker is very enthusiastic about something proposed by the interlocutor, so that the result can produce a positive reaction from the interlocutor which makes it possible to build a closer relationship with the interlocutor.

### **1.5 Conceptual Framework**

The author in this study has two research questions. First, what are the types of positive politeness strategies used by Jay Shetty to male and female guest stars in talk show videos on *Jay Shetty Podcast* YouTube Channel? The second, what factors influence the choice of positive politeness strategies used by Jay Shetty in talk show videos on *Jay Shetty Podcast* YouTube Channel?

To answer the first question, the author uses Brown and Levinson's (1987) politeness strategy theory to find out the types of positive politeness strategies used by Jay Shetty to male and female guest stars in talk show videos on the *Jay Shetty Podcast* YouTube Channel. According to Brown and Levinson (1987) politeness strategies are divided into four types of strategies, namely bald on record, positive politeness, negative politeness, and off record. While the positive politeness strategy itself, according to Brown and Levinson (1987) is divided into 15 strategies which are, notice/attend to H (goods, needs, wants, interests), exaggerate (approval, interest, sympathy with H), use in-group identity markers, , include both S and H in the activity, intensify interest to H, seek agreement, assert/presuppose/raise common ground, give (or ask for) reasons, avoid disagreement, joke, assert or presuppose S's knowledge of and concern for H's wants, promise/offer, be optimistic, assume/assert reciprocity, and give gifts to H (corporation, goods, understanding, sympathy).

To answer the second question, the author still uses the same theory from Brown and Levinson (1987). There are two factors influence the choice politeness strategies, namely Payoffs and Circumstances: Sociological Variables.

## **1.6 Definition of Key Terms**

The following are definitions of key terms to make it easier for readers to understand the terms used by the author in this study.

### **1.6.1 Pragmatics**

Yule (1996: 3) explains that pragmatics is the study of the meaning of the speaker. In pragmatic, the meaning expressed by the speaker (writer) and interpreted by the listener (reader) is analyzed to find the real intention that the speaker himself wants to convey, rather than looking directly at the words or phrases in the utterance itself.

### **1.6.2 Politeness**

Cruse (2006:131) explains that politeness is an effort to reduce the negative effects of one's words on the feelings of others and increase the positive effects (this is also known as “negative politeness” and “positive politeness”). Brown and Levinson (1987) said that politeness strategies are designed so that the speaker does not make the hearer feel uncomfortable with what the speaker utter.

### **1.6.3 Politeness Strategies**

According to Brown and Levinson (1987) politeness strategies are ways used in social interaction to maintain a positive face or self-image both for oneself and for others.

#### 1.6.4 Positive Politeness Strategies

According to Brown and Levinson (1987), positive politeness strategy is a strategy that avoids FTAs by means of saving faces or keeping the hearer's positive face.

#### 1.6.5 Talk Show

According to Hutchby (2003), a talk show is an interactive conversation show, talk show, or dialogue show that brings guest stars into the talk show studio to talk about or discuss a topic.

