

CHAPTER I

INTRODUCTION

1.1 Background of Problem

In understanding language, one thing to consider is pragmatics. In pragmatics, ones can learn about language in context and even effective communication. While other study in linguistics emphasizing the need of meaning, the pragmatics challenges us to dive deeper into the meaning of the context even the hidden meaning that has been known as ‘implicated’. Therefore, studying about pragmatics is related to a study of implicature. Implicature puts an emphasize on what is implied. It means that it goes beyond what is said. Sometimes, people fail to understand the meaning behind someone’s utterances. “It is recommended that they adjust their communication styles accordingly to achieve their desired outcomes” (Ayunikmah et al., 2023: 73). The utterances made by the speakers in communication reveal a deeper intention or a hidden message than the words or phrases themselves (Sudarmawan et al., 2022: 176\).

Even, sometimes people fail to send the right message to their opponents due to the lack of knowledge in language and communication. Therefore, doing further research into these two important aspects of life is an urgency. Pragmatics is a subfield of linguistics that explores how language acts as a medium of communication between the speaker and the listener as well as a guide to investigate how language is utilized in certain settings. Academic disciplines that focus on how language is utilized in context include deixis, assumption, speech

actions, and implicatures. According to Chaer (2010:14), an implicature is a purpose that is indicated but not expressly defined in an utterance. There are two kinds of implicature: conventional and unconventional (conversational implicature). Unlike conventional implicatures, which ignore context, unconventional implicatures infer meaning from the context of speech. The notion of collaboration and the concept of decency are two uncommon implicit values. Pragmatics affects our phrase choices and our comprehension of language in a variety of contexts (Fuad, 2022: 133).

Language is a tool for communication, thus people use it to communicate with one another (Handayani et al., 2022: 74). By knowing how to communicate properly by using proper language to obtain what is meant to the hearer, one needs a multi-purpose tool such as Politeness. What is Politeness? It is a knowledge of telling someone about our purpose 'beautifully'. What does it mean by 'beautifully'? It means that we minimize the act of hurting somebody's feeling by using some effective strategies that the Politeness has. Politeness has been introduced by many linguists including Grice Maxim, Geoffrey Leech, Penelope Brown & Stephen C. Levinson, and many more. Yet, the ones that have the most significant theories are Penelope Brown & Stephen C. Levinson in their book, *Politeness: Some Universals in Language Usage*. Politeness and the language used in society go hand in hand (Aspitasari et al., 2022: 1).

If politeness concerns have the broad implications, then they should obviously impact the structure of everyday communication (Brown and Levinson, 1987: 38). Brown and Levinson identified four major techniques for human

communication: positive politeness, negative politeness, bald on - record and off - record (Brown and Levinson, 1987, p. 129). These strategies will be used in various ways depending on the context and the role of communication itself. When using politeness strategies, people prefer to use the bald on record strategy if there is a low risk of conflict during the conversation, the negative politeness strategy for a medium risk, and the off-record strategy for a high risk of conflict (Musyafaah, 2022: 411). There are fifteen types of positive politeness methods and ten types of negative politeness strategies. The technique of positive politeness shows an intimate social bond between the communication partners. In the informal contexts, people utilize this method to convey closeness and solidarity to one another (Brown and Levinson, 1987: 101). Negative politeness methods, on the other hand, demonstrate respect from the speaker to the interlocutor and are typically utilized in formal contexts. This method is frequently utilized amongst acquaintances or when one of the parties has a greater social rank than the other. The negative politeness method also stresses avoiding imposition of action on the listener. The speaker uses negative politeness to ensure that the hearer does not limit his freedom of action. The notion of civility is important in developing social relationships and avoiding confrontations (Imani, 2022: 85).

Through the theory of politeness formulated by Brown and Levinson (1987), many interactions from different cultures can be examined. The problem about cultures truly attracts the researcher's attention due to lots of misunderstanding happens between different people from different cultural

background when they interact with each other. This also connect with a phenomenon of race topic sensitivity, or different gender, even different social economy background. Brown and Levinson (1987: 33) say that the study of inter-ethnic communication, which focuses on the performance of minority group members in communication tasks set by majority group norms, is another subject concerned with the language expressions of social inequality. First, the potential of such misunderstanding, particularly among ethnic groups in close touch on a daily basis, may be seen as undermining our statements about the basic universality of politeness strategies. Of course, it does the opposite: it demonstrates that even minor differences in the prosodic or pragmatic features of a linguistic variety are enough to cause mismatches in perceived politeness, even in the absence of differences in perception of the social relationships and FTAs (Face Threatening Acts) being negotiated. Second, and most crucially, research on inter-ethnic misunderstanding represents a novel and exciting approach to uncovering cultural norms of politeness. In society, people have related with politeness because it enables them to arrange and maintain social behaviour or etiquette (Kristyanigsih & Arifin, 2022: 78). People should be allowed to choose a respectful language that is acceptable for maintaining conversation when it comes to communication (Isabella et al., 2022: 147).

In addition to their significance as universal laws of human interaction, politeness phenomena are mirrored in language by their very nature. In contrast, Brown and Levinson's work draws largely on situated conversational engagements, and generalizations are based on empirically tested universals of

speech and interaction. In the case of linguistic pragmatics, much of the mismatch between what is 'said' and what is 'implicated' can be attributed to politeness, so concern with the 'representational functions' of language should be supplemented with attention to the 'social functions' of language, which appear to motivate much linguistic detail; applications of linguistics, whether to second language learning or to minimize communication difficulties, require proper attention (Brown & Levinson, 1987: 2-3).

Brown and Levinson's model is built on a very abstract concept of 'face,' which consists of two types of desires ('facial wants') that interactants ascribe to one another: the want to be unhindered in one's acts (negative face), and the desire (in certain ways) to be approved of (positive face). This is the base bones of a concept of face that (we claim) is universal, but would be vulnerable to extensive cultural refinement in any given community. Meanwhile, this basic notion is susceptible to a variety of cultural specifics, including what types of behaviours threaten face, who has unique rights to face-protection, and what types of personal style (in terms of graciousness, ease of social connections, and so on). Face, on the other hand, has an unbreakable connection to some of the most fundamental cultural conceptions about the nature of the social persona, honor and virtue, shame and redemption, and hence religious concepts (Brown & Levinson, 1987: 13).

By carrying on the study relating to Politeness, the researcher focuses on natural conversation between English native speakers who have different cultural or ethnicity background. The one object that nearly represents these needs is

Podcast. Thus, the researcher finds YouTube video podcast to be the right choice to analyse in detail about the Politeness Strategies, especially Positive and Negative Politeness.

This far, the Joe Rogan Experience Podcast (PowerfulJRE) on You Tube share lots of relevant information about what happens nowadays. Especially, the episode of interviewing one of outstanding and inspirational person, Candace Owens, who is an American conservative political commentator, author, activist, and television presenter. From the podcast with Mrs. Owens, there happened to be such extraordinary conversation. Throughout the interview, Candace brought up some sensitive topics too about Racism, Conspiracy, Politics, even her own personal experiences. In conclusion, the researcher is eager to analyse how they interact with each other to maintain a smooth and effective conversation. Therefore, the researcher feels the need to do a study entitled, “A PRAGMATIC ANALYSIS OF POSITIVE AND NEGATIVE POLITENESS STRATEGIES USED BY CANDACE OWENS AND JOE ROGAN IN YOUTUBE VIDEO PODCAST SERIES”.

1.2 Statement of Problem

Based on the background of problem, can be formulated into the research questions as follows:

1. What positive politeness strategies are applied by the interlocutors in the JRE YouTube Video Podcast Series?
2. What negative politeness strategies are applied by the interlocutors in the JRE YouTube Video Podcast Series?

3. Which strategy is most frequently employed?

1.3 Research Objective

There are three objectives that must be met based on the study's suggested challenges.

1. To identify the use positive politeness strategies applied by the interlocutors in the JRE YouTube Video Podcast Series.
2. To identify the use of negative politeness strategies applied by the interlocutors in the JRE YouTube Video Podcast Series.
3. To determine the prominent strategy used by the interlocutors.

1.4 Research Significance

The research's result can be theoretically and practically contribute to the related research about types positive and negative politeness strategies under the discussion of pragmatics in youtube video podcast series by Candace Owens and Joe Rogan.

Theoretically, the findings of this study are likely to expand information about politeness tactics employed by native English speakers and the most common politeness methods utilized in natural conversations such as podcasts.

Practically, the findings of this study are intended to be useful for English learners and readers who want to understand how to employ politeness methods in their daily lives. This study will also underline the necessity of politeness in every language speaking context, as well as in any Pragmatics or Linguistics study for the future researcher