

CHAPTER I

INTRODUCTION

This chapter presents a general description of the research. It provides the research background, previous study, statement of problem, research purpose, research significances and definition of key terms.

1.1 Research Background

Humans are known as social beings, which refers to the fundamental characteristic of humans as a species that highlights their natural inclination and need for social interaction and engagement with others. It recognizes that humans are inherently social creatures who thrive on interpersonal relationships, cooperation, and communication. Humans depend on social bonds, connections, and collaboration for emotional support, fulfillment of various needs, and the development of language, culture, and shared values. As Aristotle, the legendary Greek philosopher, said: “Man is by nature a social animal; an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human. Society is something that precedes the individual.”

This fact naturally leads them to create a bridge to reach each other, make coordination, share information, and strengthen their bonding, which is known as language. However, in the case of humans, the language they use is the only one that has a certain capability related to cognitive language communication.

Language is a fundamental and uniquely human attribute that serves a variety of essential functions. The relationship between humans and language is intricate and multifaceted. Other than as a tool for communication, it is an integral part of human culture, cognition, and social interaction. As mentioned in 'The Status of Linguistics as Science' by Edward Sapir (1928), language shapes the way individuals perceive and understand the world and plays a central role in the human experience. Furthermore, these functions allow them to share ideas, thoughts, and feelings with each other, and these functions gradually evolve into something that involves human interaction for more complex purposes.

This concept emphasizes that social interaction and belonging to social groups are essential aspects of human existence and well-being. Communication, as a subfield of linguistics, studies how people use language in context to convey meaning and purpose. It focuses on the interpretation of meaning beyond the literal or grammatical aspects of language and explores how context, social norms, and the speaker's intentions influence communication. Pragmatics plays a significant role in this matter by addressing how language is used in real-world situations and interactions to convey meaning effectively, helping individuals navigate the complexities of social interactions and ensuring that their messages are understood appropriately.

In order to maintain a good relationship, a proper way of communication needs to be accomplished first. An ideal image of proper communication is commonly defined as effective, efficient, and truthful interaction. This is similar to how Grice (1975) proposed the Cooperative Principle as a framework to provide

effective and efficient communication in human interaction by outlining the fundamental principles that underlie successful and meaningful communication. However, communication in the human world goes beyond being merely effective and efficient. The complex purposes of human communication expand the definition of proper communication into something that respects both ethical considerations and effectiveness, aligning with one of the theories by Brown and Levinson (1987) on Politeness Strategy, which provides a framework for understanding how people use politeness strategies in communication to maintain social harmony and demonstrate respect for others.

The modern pragmatics research on politeness began under the influence of the language philosopher Paul Grice's (1975) theory of the Cooperative Principle (CP), which focuses on the four maxims: quality, quantity, relevance, and manner. These maxims aim to facilitate collaboration among interactants. According to Kádár (2021), politeness comes into play when one of these maxims is flouted with the intention of triggering polite inferences. Leech (1989) states that the role of politeness principles is to maintain social equilibrium and friendly relations, enabling us to assume that our interlocutors are being cooperative in the first place. In this case, politeness strategy exists to offer tools for managing interpersonal dynamics and maintaining politeness in situations where the maxims of cooperative principles may not suffice to maintain successful and respectful communication. This is relevant as Lakoff (1989) states that politeness can be defined as a means of minimizing confrontation in discourse—both the possibility of confrontation occurring at all and the possibility that a confrontation will be

perceived as threatening. According to Thomas (2013), "All that is really being claimed is that people employ certain strategies for reasons of expediency," referring to how, in the past, using particular strategies is likely to succeed in given circumstances. Brown and Levinson (1987) adds that the importance of politeness strategies lies in maintaining social order and is seen as "a precondition of human cooperation." It reflects how individuals take into account others' feelings regarding how they should be treated.

In everyday life, within specific groups, various factors affect the use of politeness techniques. In any given situation, humans are always involved in interactions in their social environment, interactions that involve various people or communities with varying levels in society, differences in terms of age, authority, gender, or even cultural background. Briefly stated, based on the socio-cultural view, each society has its own particular set of norms that consists of more or less explicit rules prescribing certain behavior, a state of affairs, or a way of thinking in context. Fraser (1990) mentioned that positive evaluation or also called politeness arises when an action is congruent with the norm, while negative evaluation or impoliteness occurs when the action is to the contrary. Brown & Levinson (1987) states that in the application of politeness strategies, there are two factors influencing the choice of strategy, named Payoff and circumstance, including sociological variables or also called weightiness, which involves social distance between the speaker and hearer, relative power, and ranking of imposition. Politeness strategy can be observed in daily life, it is often evident in how people greet each other and say goodbye in common expressions like 'Hello,' 'please,'

and ‘thank you.’ It is present in various settings such as service interactions, workplace communication, adherence to cultural norms, participation in formal events, ceremonies, and even in social media interactions.

Furthermore, the application of politeness strategies is also can be observed in settings like talk shows. Talk shows provide a space for public discourse and exchange of ideas, and the effective use of politeness strategies enhances the quality of communication in this setting. Participants in talk shows often navigate a balance between expressing their views and maintaining level of courtesy and respect towards others on the show. In specific type of talk show that has more free and comfortable settings, the conversation tends to be more comfortable and spontaneous where the host and the guests may engage in mor free-following conversation without script. Thus, the politeness strategy found might be more varied. These reasons, later, lead the researcher to conduct this research in an interview context.

Daebak (대박) show is a talk show which is a K-pop talk show produced by Dive studio. This show is mostly rises a discussion of music and media greatest hits, people behind them, and a glimpse into the industry. This show typically invites guests from the Korean entertainment industry, with Eric Nam, an American singer, songwriter, and television personality residing in South Korea, born in 1988, as the host. This talk show can be accessed on YouTube, Spotify, and Apple Podcasts every Monday. In this study, the researcher was interested in selecting this program as the subject of analysis, focusing specifically on an episode featuring Bang Chan and Felix of Stray Kids on Dive studio's YouTube

channel titled *"Stray Kids' Bang Chan and Felix Catch Up with Eric Nam / DAEBAK SHOW S2 EPI"*. Bang Chan or Bang Christopher Chan and Felix or Lee Felix, is member of Korean boy group Stray Kids which made its debut in 2018 under JYP Entertainment.

The decision to use this program is primarily driven by Eric Nam's reputation as a host, known for his communicative style that fosters closeness and comfortable interactions with guests. His established image as an excellent host with a touch of humor suggests that he hypothetically employs politeness strategies during interactions. These behaviors imply that the host utilizes politeness strategies to cultivate positive relationships, ultimately aiming for successful interviews as the show's goal. Furthermore, the guest stars, Bang Chan and Felix, are both expatriates or foreign workers who commenced their careers in South Korea, originally hailing from Australia. This is similar to Eric Nam, who is originally from the United States and also works in South Korea. With this background, Eric, Bang Chan and Felix should possibly perform their utterances with more casual and friendly manner influenced by their cultural background as Australian and American. This is proven by the fact that the most frequently observed strategy in their utterance is positive politeness despite their different term of age.

In undertaking this research, the researcher was inspired from various previous studies. These earlier works will serve as a reference for analyzing positive politeness in the selected subject. The first research that has relation with the research is done by Ni Wayan Ika Mahayani and Ni Ketut Sri Rahayuni (2018)

entitled *“Positive Politeness Strategies in James Corden’s Interview on Record Decode Talk show”* this research aims to analyze the types of positive politeness strategies applied and identification of language functions of positive in the James Corden’s interview on Record Decode talk-show’s transcription. The finding showed there were seven strategies of positive strategies proposed by Brown and Levinson (1978) and four languages functions of the use of those strategies that can be found in the talk show according to Tillit and Bruder (1985). Furthermore, this research concludes that positive politeness strategies are applied in talk shows to foster a closer relationship between the guests and the host. This, in turn, becomes the reason for their convenient and comfortable interactions.

The second research was Positive *“Politeness Used in the Interviews Conducted by Desi Anwar to Dewi Soekarno and Bill Gates”* by Arianti (2022), the objective of this research is to analyze Desi Anwar's selection of positive politeness strategies concerning the cultural backgrounds of her interviewees, namely Dewi Soekarno (Japanese) and Bill Gates (American). The findings reveal that the interview with Dewi Soekarno, the Japanese interviewee, incorporates a greater number of positive politeness strategies compared to the interview with Bill Gates, the American interviewee. Specifically, the positive politeness strategies employed in the interview with Dewi Soekarno include Exaggeration, Repetition, Including Both Speaker and Hearer, as well as Compliments. This outcome contradicts the general communication styles associated with Japanese and American cultures, as Japanese individuals typically do not favor positive politeness, whereas Americans do. The study contributes insights into the use of

positive politeness in cross-cultural interviews involving Japanese and American interviewees.

The last research was conducted by Harum Mega Nastha (2019) entitled “*Politeness Strategy Used In Jimmy Kimmel Live Show*”. In this research, there were 43 utterances which has analyzed as politeness strategies that used in Jimmy Kimmel Live Show. It consists of 12 utterances of bald on record, 16 utterances of positive politeness, 4 utterances of negative politeness, and 11 utterances. With positive politeness as the most used politeness strategy with 16 utterances were found.

In the first previous research, it analyzed how positive politeness expectedly often being used in the interview in order to maintain a comfortable atmosphere and build a closer relationship. The second one in the other hand, shows how culture’s background of other parties could affect the selection of strategy used by the speaker and found that the result is contradicts with the expected result of how the background culture supposed to affect the selection of strategy applied. while in the last research, it shows the types of politeness strategy found in the interview and found positive politeness as the most used strategy.

Although this research was inspired by these previous researches, there are some differences that separate this research from them, each of the three studies has slightly different research purposes, they simultaneously proved that positive politeness is often purposely used to maintain a better atmosphere during the interview. In this research, the primary focus is on Brown and Levinson (1987)’s politeness strategies used by Eric Nam, Bang Chan, and Felix in Daebak (대박)

show Season 2 Episode 1, which also aims to prove how a certain strategy could influence the smoothness of conversation during the interview. Additionally, it emphasizes the factors influencing the selection of politeness strategies used by Eric Nam and the guest to analyze how the background culture could affect the selection of politeness strategy applied, as Eric and the guests share the same cultural background as American and Australian, as this culture is known for not differentiating terms of age during conversation and with its influence, is expected to make the speaker apply more positive politeness than other strategies. The research purposes are then represented in the research title "*Politeness Strategies Used in Daebak Show with Eric Nam.*"

1.2 Statement of Problem

Based on the background research provided above, the researcher concludes that there are two questions that will be the main focuses on this research. They are:

1. What types of politeness strategies are applied by Eric Nam and the guests in the *Daebak Show with Eric Nam's* selected interview?
2. What factors influence the choices of politeness strategies used by Eric Nam and the guests in the *Daebak Show with Eric Nam's* selected interview?

1.3 Research Purposes

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

1. To identify the types of politeness strategies applied in the *Daebak Show with Eric Nam's* selected interview
2. To investigate the factors that affect the choices of politeness strategies used in the *Daebak Show with Eric Nam's* selected interview

1.4 Research Significances

The result of the research is expected to give a contribution to the theoretical and practical uses of language.

1. Theoretically, the research findings are expected to enrich the comprehension and understanding of pragmatics learning, especially about politeness strategies in an interview context.
2. Practically the research findings will be useful for:

2.1 English Department

This research is expected to give an additional reference to the study of pragmatics, especially related to politeness strategies in the Interview context.

2.2 English Lectures

This study is expected to contribute to the teaching process, especially in teaching pragmatics politeness strategies as an additional resource of subject or object used in pragmatics.

2.3 The student of the English Department

This research can be used as a reference for students of the English Program who are conducting similar research on pragmatics, particularly on the theory of politeness strategies in an interview context.

2.4 Readers in general

This research is expected to give a preview insight into pragmatics in the context of interview conversation. To students and readers in general, this study can be used as a supplementary suggestion in performing and applying politeness strategies in an interview context or such, especially to maintain a good impact and establish a relationship with the hearer using strategies mentioned in the study.

1.5 Definition of Key Terms

The following are some of the term used in this research:

1. Face/Public Self-Image

According to Black (2005), in everyday conversation, a person ideally would expect their public self-image to be respected by others or usually called as 'face wants'. Face as a theoretical term, means the public self-image of a person. Brown and Levinson (1987) consider that 'face' has two aspects namely Negative face and Positive face.

2. Face Threatening Act (FTA)

In Yule (1996), if speaker says something that represents a threat to another individual's expectations regarding self-image, is describe as a Face Threatening Act (FAT). Thus, given to that possibility, alternatively the speaker can say something to lessen the possible threat, and this is called a Face Saving Act (FSA).

3. Politeness Strategy

Politeness strategy is strategies used in communication to save the other people's self -image as a way of Face Saving Act (FSA). Given to the possibility of speakers saying something that could represent a threat to the listener regarding the self-image, in alternative, speaker can say something to lessen the possible threat by doing Face saving Act using politeness strategy.

4. Bald on Record

In this strategy, people will directly address their needs to the others. These direct address forms are technically describe as being *on record* and in the most direct approach usually using imperative forms.

5. Positive Politeness

Positive face is refers to people's basic desire for their public self-image that want to be respected, appreciated, accepted by the others. This strategy is usually used after the speaker realize or aware of the hearer desire or positive face.

6. Negative Politeness

In this strategy, the speakers are recognize the hearer's negative face. However, with this strategy the speaker is in some way is kind of imposing the

hearer. Negative politeness constructions is containing a negative face by showing a distance and wariness to the hearer, this construction makes this strategy as the most common and linguistically diverse strategy (Brown & Levinson, 1987).

7. Off-Record

An off-record strategy is a strategy with most indirect way that could put the speaker in sort of pressure. In this strategy, the meaning has to be interpreted. This strategy is performed by the deployment of an indirect illocutionary act which is has more than one interpretation

8. Talk Show

A talk show is a program aired on television or radio with certain people as the guests and a host to lead the program. The host in this program plays a major role since they need to keep raising the theme and try to match the tone and color of the talk show. This is a type of program that usually involves exchanging information or ideas by presenting resource persons who are experts or anyone related to the topic being presented.