

CHAPTER I

INTRODUCTION

A. The Background of The Study

Language is the most important tool of communication in our daily life. By using language, people can do an interaction to share their idea, express their feeling, inform the news, and to build up their social relationship. Language can make people easier in communicating to each other.

In communication, speaker has a message that needs to be conveyed to the hearer. The message sometimes cannot be found in his words and utterances literary so that there is a study called pragmatics. Pragmatics is a study of contextual meaning. Yule (1996:3) said that pragmatics necessarily involves the interpretation of what people mean in particular context and how the context influences what is said. It means that how speaker organizes what s/he wants to say appropriately with whom s/he talking to, when, where, and what the circumstance.

One of discussions in pragmatics is politeness. Grundy (2000:146) states that politeness phenomena are one manifestation of the wider concept of etiquette or appropriate behavior. One has to follow some important strategies to be successful in interaction and to be polite. Lakoff (1972), Leech (1983) and Brown and Levinson (1987) were some of the earliest linguists to study politeness. Since then, many other theorists have built on their ideas and principles.

Rahardi (2005:59) states that politeness principles that until now was considered as the most complete, most established, and relatively most comprehensive have been formulated by Leech. That is why the writer decided to apply Leech's theory in this study.

Leech (1983:15) characterized the present approach to pragmatics as rhetorical. The use of this term refers to the study of effective use of language in communication which deals with the focus it places on a goal-oriented speech situation, in which speaker uses language in order to produce a particular effect in the mind of hearer. As a set of conversational principles which are related by their functions, it is divided into interpersonal and textual. Rhetoric interpersonal is divided into three principles: Cooperative Principle (CP), Politeness Principle (PP), and Irony Principle (IP). In this thesis, the writer will focus on PP.

According to the philosopher Leech (1983:132), there are six maxims of PP; (1) tact maxim, (2) generosity maxim, (3) approbation maxim, (4) modesty maxim, (5) agreement maxim, and (6) sympathy maxim.

The center of PP concept is the effect of what the speaker said to the people. So the speaker may speak untruth in order to make the hearer become pleased. PP also teaches us how to produce utterances without making the hearer angry. In another word, the speaker is allowed to speak a white lie to avoid conflict and get respect from others.

According to Rosenthal (1996:999), individuals would be more polite when communicating bad news than when communicating good news. Huang

(2008:97) also states that generally, we act politely in order to show our wishes to start a friendly relation with someone, or to maintain it if it is already existing, or to mend it if it is being threatened for some reasons. To maintain the kind of smooth, harmonious interpersonal relationships called for by any human community, politeness serves as a ready means. It means that whenever we want someone to do us a favor we have to make the request in a polite manner.

A conversation not only depends on the speaker who is trying to deliver a message, but also on the listeners who draw a conclusion from the implication of the utterance and depending on the context in which it occurs. Conversation itself consist of two kinds; written such as movie script and spoken such as talk show or interviews in television. The politeness of someone can be shown when they are talking. It can be seen from their face, body gesture, intonation, and word choosing. Barack Obama as the President of America was often being interviewed. That is why he needs to be polite in his interview.

There have been some previous researches related to the PP. One of them is *An Analysis of Politeness Principles in SBY's Speech* by Sitanggang (2010). Her study is intended to describe the types of PP and its meaning in SBY's speech. In her research, she found that the most dominant PP that was used by SBY in his speech is the tact maxim which means that SBY tried to minimize the cost of others and tried to maximize the benefit of others. The

study of Elida inspires the writer in establishing the procedure of the data analysis.

Pakzadian (2012:357) in his study on Politeness Principle in the Presidential Debates between Mc Cain and Obama concluded that there was a complex situation for audience in responding scientific articles. He also considered politeness principle as a crucial factor which contributes to the candidates face in debates.

Related to the explanation above, it is interesting to analyze PP in Barack Obama's interview because as a president, he must consider the importance of politeness in his language, especially in his interview. He must be careful of it because politeness can raise his popularity to the people of America and even to the people in the entire world. Barack Obama should be careful and being polite in his interview because almost all people in the world, especially in America will hear him and every single word from him will give impact to all aspect.

The writer chose President Barack Obama's interview as the data, because Obama was rated as the most respected and popular world leader. His choice of word is usually polite. That is why he won the election twice. The writer assumed that he is the best example for Indonesian youth who want to be a president or politician.

By doing this research, it is expected that the public especially the Indonesian youth can understand how a politician should speak. Being polite is not only for those who want to be a president or politician, but also for an

educated one. It is expected for students to speak politely because being polite can decrease enemy and minimize conflict that may be found in communication. Thus, being polite is not only for the people in high class but also for those in middle and even low class. That is because politeness is universal. No matter how someone's social status, gender or age, all people must speak and interact politely each other because when someone being polite, people will feel glad and comfortable with you.

B. The Problem of the Study

Based on the background above, the problems of the study can be formulated as follows:

1. What kinds of politeness principles are used in the utterance of President Barack Obama's interview?
2. What kind of politeness principle is the most dominantly used in the utterance of President Barack Obama's interview?

C. The Objectives of The Study

The objectives of the study are:

1. To find out the kinds of politeness principles in the utterance of President Barack Obama's interview.
2. To find out the most dominant politeness principle in the utterance of President Barack Obama's interview.

D. The Scope of The Study

The discussion of the study is limited to politeness principles in the interview of President Barack Obama. The data is the transcript of Barack Obama's interview in Morning Show at CNTV on August 23, 2013 and September 17, 2012. This study focuses on Leech's theory which introduces six maxims. They are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

E. The Significance of the Study

The finding of this study is expected to give both theoretical and practical contribution in pragmatics studies, especially in analyzing politeness principles that were used by Barack Obama in his interview.

Theoretically, the finding of the research is expected to be one of the sources in pragmatic studies, particularly on the analyzing politeness principles used by Barack Obama in his interview.

Practically, it is expected to be more practical. The students who learn English are expected to be able to recognize and to analyze politeness principles used in spoken language. In addition, to the teachers, the result of the research will be an additional material in studying and understanding the types of Politeness Principles. Also the result of the study is expected to be a contribution to others who are interested in doing similar field of the research as a previous.