CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF STUDY

Television is one of electronics in the world that is familiar to human beings because everyday many people like watching television to spend their spare time. Not only adult people but also children, teenagers, moreover old people like watching TV. Television has many functions such as media to entertain, educate and give information to people. There are many various programs television such as film, quiz, music, religion event and others. Talk show is one of television programs that use informal conversation. Talk show becomes an interesting program because it discusses about social problems, moral problems or something that happens in the daily life. Beside that talk show often takes the form of conversation, which includes initiation and responses between the host and the guest star. Therefore, the writer is interested in analyzing a conversation in a television talk show program.

According to Boulton (1960) stated human need to socialize with other; therefore conversation is unavoidable because human seems to have natural wish to communicate with other people. Conversation means that people are talking each other just for the purpose of talking, as a form of socializing with others, or indicating any activity or interactive talk. Having conversation with others leads to interaction among people weather it is done in order to give information to other people, to relate people to friends, or even to harm

others. Conversation is done more than a person, so people is not talking by herself but there is other people who answer their talking. Conversation occur not only same gender (among males or females) but also mixed-gender (between males and females). This is common phenomena in this era; they can talk freely without see their genre. Mixed-gender conversational can be seen as interactive talk involving men and women. It occurs in daily life as a social interaction among men and women in both formal and informal setting. This kind of conversation examines the way in which men and women communicate each other. In line with this, Devies and Elder said that the study of language and gender involved the study of how men and women use language differently (cited in Mega, 2012).

The existence of mixed-gender conversation can say that men's and women's differences influence the way they talk. Men usually talk about public news while women talk about personal live. In conversation, women like to talk a lot than men. As a result, men are believed as assertive while women are submissive. The research evidence suggests that women and men develop differentiated communicative competence: in other words, women's and men's behavior in conversation suggests that they have a different understanding of how a compliment or an apology is done (Coates: 2004). In Al-Quran Surah Al-Hujarat is stated:

o mankind, indeed we have created you from male and female and made you peoples and tribes that you may know one another. Indeed, the most noble of you in the sight or Allah is the most righteous of you. Indeed, Allah is Knowing and Acquainted (Surah Al-Hujarat:13).

Based on this Surah, we know that Allah has organized about the differences between male and female. The different of conversation strategies used between male and female is one of the proof from this Surah.

The writer chooses one of TV program which is in the form of talk show for her research. She often watches one of American talk show programs named *The Oprah Winfrey Show*. This show is a talk show program which is broadcasted by YouTube. *The Oprah Winfrey Show* is handled by Oprah herself. This show discusses film, politics, psychology, celebrity's issues, deviation, sex, social, problem, moral problem or something that happens in people's daily life. Oprah is one of the best hosts in America. She is one of many people who have influenced her audience and she is being appreciated by her audience in all around the world. In addition, she has lots of experiences in her life and in entertainment that automatically helps her to communicate and understand others. According Lusia, In 1986 *The Oprah Winfrey Show* has remained the number one talk show for 12 consecutive seasons receiving 32 Emmy's-seven of which went to the host. Oprah has

Foster Peabody's individual Archievement Award, as well as the IRTS Gold Medal Award. In addition to her numerous daytime Emmys, Winfrey has received other awards. She was inducted into the Television Hall of Fame in 1994 and received the George Foster Peabody Individual Achievement Award, one of broadcasting's most coveted awards, following the 1995-1996 seasons. Further, she received the IRTS Gold Medal Award, was named one of America's 25 Most Influential People of 1996 by *Time* magazine, and she was included on Marjabelle Young Stewarts 1996 list of most polite celebrities. In 1997 Winfrey received TV Guide's Television performer of the Year Award and was named favorite Female Television performer at the 1997 People's Choice Awards. In 1998 *Entertainment Weekly* named Winfrey the most powerful person in show business. Moreover, in 2004 International Time Magazine named her as "One of the most influential people of the 20th century" and "The most powerful women in broadcasting.

Many researchers have suggested that women and men differ in using conversational strategies. A conversational strategy is the linguistic strategy used by the participants during a conversation (Tannen, 1993). In the case, the use of conversational strategies shows that man's and woman's behaviors in conversation have different specific linguistic features. The different strategies are used men by women in their conversation may lead to problem since they interpret the same thing differently. It may be the case. Rosenblum (1986: 160) stated that men are more likely to interrupt and overlap women's

speech than the reverse (Tannen: 1993). So there are differences of using interruption between men and women. Tannen (1986) asserted that men and women use the same communication behaviors for different reason. Maltz and Borker (1982) said that the different ways of communicating and interpreting others' utterances can result in cross-cultural communication between men and women. The cross culture communication means that men and women are included to different group which have distinct way of communication. Subsequently, this cross-culture communication may be a potential source of misunderstanding. In line with this, Tannen stated that the conversational strategies associated with each gender can lead to miscommunication and difficulties in achieving their goals in conversation.

It is interesting to look for the conversational strategies used in mixed-gender conversational, between men and women. For those reason, the writer is interesting in doing a study on conversational strategies used in Oprah Winfrey, because the writer wants to analyze mix-gender conversation so she chooses the man guess star, he is Lance Armstrong. Lance Armstrong is an American former professional road racing cyclist. So, the writer focuses and analyzes conversation strategies that Oprah and Lance used when they talk in *The Oprah Winfreyshow* talk show.

There are some related studies which have been conducted previously. One of them is a study conducted by Lucky Setyorini (2013) that analysis An Analysis of Conversational Strategies in an Interview Article O' The Oprah Magazine. Then, study was conducted by Mega Anindyawati (2012) that

analysis Conversational Strategies in Mixed-Gender Conversation among English Department Students Airlangga University. Another is article by Nancy Washburn and Kiel Christianson (1995) that analysis Teaching Conversational Strategies through Pair-taping.

In this study, the writer analyzes conversational strategies are found in conversation is used between Oprah Winfrey and Lance Armstrong in the Oprah Winfrey show. She uses Coates's (2004) theory, like other previous studies that have read by the writer. According to Coates, these conversational strategies were minimal response, hedges, tag questions, questions, directives, swearing and taboo language, and compliments. Further, each of those strategies had its own functions. Difference with previous studies, the writer will use descriptive qualitative and corpus as her methods approach. Therefore, after she analyzes Oprah Winfrey and Lance Armstrong used the strategies, the write intends to identify the functions of conversational strategies used by them.

1.2 Statement of the Problems

In relation to the background of the study, there are two problems to find out:

- 1. What are the conversational strategies used between Oprah Winfrey and Lance Armstrong in *the Oprah Winfrey show*?
- 2. What are the functions of conversational strategies used between Oprah Winfrey and Lance Armstrong in *The Oprah Winfrey Show*?

1.3 Objective of the Study

The research purposes of this study are to find out what ways Oprah Winfrey and Lance Armstrong use conversation strategies. The study aims:

- To find out what the conversation strategies are used between Oprah Winfrey and Lance Armstrong in *The Oprah Winfrey Show*.
- 2. To identify the functions of conversation strategies are used between Oprah Winfrey and Lance Armstrong in *The Oprah Winfrey Show*.

1.4 Scope and Limitation

This study analyzes the conversational strategies used in The Oprah Winfrey Show. The objects are Oprah Winfrey and Lance Armstrong This show is posted in 23rd January 2013 on YouTube. The data of this study is taken from YouTube through internet web.

1.5 Significance of the Study

This study is aimed to find out conversational strategies used between Oprah Winfrey and Lance Armstrong in the Oprah Winfrey show. Theoretically, the writer hopes that this study can help the readers to get detailed description what conversation strategies are used and the function of using strategies in conversation. Practically, through this study, the writer hopes that this research can be used to enrich our knowledge and the reader of this study may have a better understanding in the conversational strategies used by mix-gender conversation. By knowing what the strategies are used, every gender is able to respect other's way of talking, maintain the conversation smoothly, and avoid the potential of misunderstanding. Finally,

the writer hopes that this study will give contribution of the study of language and gender in sociolinguistics and it will be a reference for the further researches of conversational strategies

1.6 Definition of Key Terms

- 1. Conversational strategies: Strategies are used when conversation running, it can show the men's or women's manner in conversation.
- 2. Talk show: One of Television programming that containing of host and guess. The host usually asks to guess about her/his experiences or share about information based on the topic of that show.
- 3. The Oprah Winfrey Show: American talk show that Oprah Winfrey as a host, it is one of best talk show in the world.
- 4. Conversation: Interaction between two people or more, the function is sharing about information each other.