CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Language has a social function as a tool to make connection between human beings. Without language, it seems impossible for people to interact with others in their daily life because language can express people's feeling, willing, opinion, and other (Chaer and Agustina, 1995:19). Simply, language is the symbols that represent meaning as they relate to real life situation and experience. Mey claims that language is the main device for people to communicate (1993:42) which means that human use it to fulfill many different goals at the personals and social levels. People communicate to share information, ideas, beliefs, emotions, and attitudes to one another in daily interactions. They construct and maintain their positions within various social contexts by employing appropriate language forms and performing speech activities to ensure solidarity, harmony, and cooperation or to express disagreement or displeasure when called for. The achievement of communication skill in one's first language is a lifelong process, but the basic skill is acquired in early life (Murcia and Olshtain 2000:3). Therefore, when learning another language, people have to add and readjust our native language strategies to fit the new language and culture, which usually exist in modern society and media such radio show or television.

In this era, television has big impact for people. It is also center of communication, which gives us visual and audio information. Television can give us insight. Several programs are on the air to show some performances by latest

issues in present day that can attract the audience visually. Television has variety programs such as entertainment, music and information.

Television consists of many shows. They are TV series, sport, talk show and many more. Among the most popular and favorable television programs is talk show. Talk show is a cheap daytime television genre, which deals with sensationalist topics and whose guests are mainly famous people (Gregori, 2000:196). It is mostly produced because it may reduce the production cost and there is no need to present it on outdoors setting or special effects required. As it involves more interaction between the host, the guests, as well as the audience or public, it is highly profitable for television stations or production houses to generate more sponsors and advertisements.

One of the well-known television talk show that makes the writer interested is "Jimmy Kimmel Live". It is refreshing talk show program on ABC, in America with 60 minutes duration. Talk show entitled "Jimmy Kimmel Live" serves talk show program that really focuses on certain themes. This talk show is little bit different with others talk show where guest stars are questioned about their personal life. Then, the guests and Jimmy also talk about recent issue in society and the achievements of the guest star in present day.

This talk show has guest stars presenting that inspires in the audience. This talk show is different events, guided alone by the host named James Christian Kimmel. James Christian Kimmel has been bringing quite successful in bringing this program to be the best talk show program, presenting various figures from celebrities, athletes, politicians who have made unique or excellent achievements

in their personal life. The talk show setting is generally casual, but the content is often serious, and aiming to trigger the audience's intelligence criticism. In talk show, the information-seeking purpose of the interviewer is approached from within the format of an informal conversation or chat whose content frequently Centre's on the personal and private, sometimes adopting the form of gossip, and is often characterized by its humorous and witty tone (Martinez, 2000:23).

There is an obvious factor to distinguish "Jimmy Kimmel Live" from other talk show programs. James Christian Kimmel is able to impress the audience exclusively by his good-looking appearance. He straightly concerns to question the guests about what is happening these days by having casual conversation to make the guest comfortable and open. He seems to talk with the guest as friend-to-friend talking as well as certain level of emotion aspects during the interview.

"James Christian Kimmel" as talk show host tries to present various conversations by using comedy politely and improvised the conversation. This kind of communication strategy is known as the "politeness strategy", the one introduced by brown Levinson (1987). There are some possible factors. Firstly, it is called social distance that concerns with degree of friendliness, status or power that concerns with participants relationship formality that are related to the setting or type of interaction (Brown and Levinson, 1987:74). It indicates that people have different way to have conversation based on their social degree. Here is the example; where there are two boys having conversation each of them has different social degree. It makes them doing different way to deliver their messages in

communicating. This boy is from farmer's family, and the other boy is from quite educated family which there is some kind of misunderstandings exists between them during the conversation.

This study examined if the participants on "Jimmy Kimmel Live" talk show performed some types of politeness phenomena as described by Brown and Levinson. In case of communication, the speakers will choose the strategies to have polite conversation. People use politeness strategies in order to get their conversation run well and go smoothly. In other word, speaking politeness involves taking account of the other's feeling and being polite person means that he should make others feel comfortable.

Selena Gomez Episode was chosen as the data to be analyzed because of several things. First, is quite representative to the problem that the writer will discuss about the contains of many simple daily conversations. Second, She considers that it is appropriate to reveal how James Christian Kimmel doing conversation with the guest. Third, Selena Gomez is a singer and an actress who gained popularity not only in the America but also in other country such as Indonesia.

Based on the explanation above, the writer considers analyzing the politeness, especially positive politeness strategies among the characters and it is entitled: THE POSITIVE POLITENESS STRATEGIES USED BY JIMMY KIMMEL LIVE TALK SHOW WITH SELENA GOMEZ AS GUEST STAR.

1.2 Statement of the problems

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

- 1. What are kinds of positive politeness strategies used by Jimmy Kimmel Live talk show episode of Selena Gomez?
- 2. What are influences factors of positive politeness strategies that used by Jimmy Kimmel Live talk show of Selena Gomez's episode?

1.3 Objectives of the study

From the problem statement mentioned above, the writer has the following the objectives of the study:

- 1. To describe the kinds of positive politeness strategies used by Jimmy Kimmel Live talk show episode of Selena Gomez.
- 2. To describe the factors influences positive politeness strategies that used by Jimmy Kimmel Live talk show of Selena Gomez's episode.

1.4 Significance of the Study

This study is conducted to aware the readers for knowing from watching television these days whether there is another similar event that consists of any component or not. From this work, the writer hopes that it can give some contributions either for real life. Besides, the writer intends to make this paper as inspiring work for all of the students of English Latter Department of UIN Sunan Ampel who want to conduct research in the same field.

1.5 Scope and Limitation

This study is linguistic study that only focuses on politeness strategy. According to Brown and Levinson (1987), there are four kinds of politeness strategies. They are Bald on record, Positive politeness, Negative politeness and off record, but the writer applies the study only positive politeness strategies using in the Jimmy Kimmel Live talk show with Selena Gomez as guest star. Thus, this research is conducted based on writer knowledge by reading some references instead of doing observation on the related place of the event.

1.6 Definition of key terms

- 1. Talk show : A television or radio show in which noted people, such as authorities in a particular field, participle in discussions or are interviewed and often answer questions from viewers or listener (Martinez, 2000).
- Jimmy Kimmel Live: According to Wikipedia "Jimmy Kimmel Live is a refreshing talk show program on ABC in America with 60 minutes duration.
- 3. Guest Star : A famous person or performer who takes part in aTV show or concert.
- 4. Face Threatening Acts (FTA): An act that causes a threat to the positive or negative face of the hearer (Brown Levinson, 1987).
- 5. Politeness strategy : Strategies that are used to minimize or avoid the

 Face Threatening Act (FTA) that a speaker makes

 (Brown Levinson, 1987:89)