

**POSITIVE POLITENESS STRATEGIES USED BY THE
JUDGES IN *MASTER CHEF AUSTRALIA: SEASON 11***

THESIS



**BY:
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Elma Lutfia Alamanda

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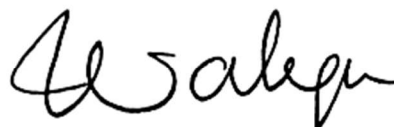
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The basic principle of politeness is face-saving. The face is a public picture of an individual. It refers to the "emotional and social sense of self that everyone else has and expects to know" (Yule, 2010, p. 135). In the cycle of interaction, each contestant will strive to preserve the identity of each other. Politeness is described as "the means used to demonstrate the knowledge of the face of another person" (Yule, 1996, p. 60). Therefore, a politeness strategy is required to be articulated as a practical application of the proper manner in any situation of conversation, and the politeness strategy applied to communication also becomes an important aspect of a smooth and efficient conversation both direct and indirectly.

Brown and Levinson (1987) state that politeness strategies consist of four types that are bald-on-record, positive politeness, negative politeness, and bald-off-record. The strategy of a bald-on record is a strategy where the speaker tends to say something clearly without minimizing coercion, directly, clearly, unambiguously, and concisely. Positive politeness is a strategy in which redress is directly given to the positive face of the hearer, in which his / her desires must be made as something desirable. A negative politeness strategy is a repressive act aimed at the negative face of the recipient: his desire for freedom of action is unobstructed, and his attention is unobstructed. The last one is bald-off-record as communicative activities carried out in such a way that it is not possible to link a clear communicative intention with those actions.

The study of politeness has become an essential aspect of communication. Politeness is needed to create excellent communication and relationship between

speaker and hearer. Numerous studies to date have scrutinized politeness strategies in various fields, such as a movie (Pramiardhani, 2010; Aslikhatulmilah, 2015; Shodiq, 2018), discussion forum (Rachmatika, 2015; Fatimatazzahro, 2018), movie/drama script (Rachmasari, 2013; Reza, 2017), children communication (Eka, 2015; Asjuh, 2018), and TV programs (Siburian, 2016; Romadhani, 2017; Widya, 2018). From the various fields of politeness study above, the researcher focuses on TV programs in her writing.

Various programs broadcasted on the TV are aimed to provide information to the hearer or even to entertain the hearer. Besides, the occurred conversation in the TV program is, more often, not script-based. Therefore, the empirical view of human communication can be seen through the conversation of the TV program. It also captures how communication in real life happens. Nowadays, TV program has significantly grown in recent years. The program can be divided into two, news and non-news. Furthermore, non-news programs can be distinguished in the form of their content, such as entertainment, drama, sport, and religion program.

Studies have been conducted in an attempt to analyze politeness strategies on the TV programs, such as talk shows (Santoso & Musyahda, 2014; Safitri, 2015; Siburian, 2016; Devi, 2019) and talent shows (Tifani, 2016; Romadhani, 2017; Lubabah, 2019). However, to the best of my knowledge, only a few have been conducted in cooking shows like Master Chef, as conducted by Safa and Kurniawan (2015) and Widya (2018).

Safa and Kurniawan (2015) investigated the politeness strategies used by Gordon Ramsay. In this study, the use of the politeness strategy used by Gordon

Ramsay in Master Chef US and Master Chef Junior US was compared using Brown and Levinson's theory. The data were obtained from the elimination test of two episodes of Master Chef US season 4 (episodes 9 and 12) and the elimination test of two episodes of Master Chef Junior US season 1 (episodes 2 and 6). The findings reveal that Gordon Ramsay carried out all types of politeness strategies. He also performed a variety of politeness strategies at Master Chef US and performed only a positive politeness strategy at Master Chef Junior.

Different from Safa and Kurniawan, who only focused on Gordon Ramsay, Widya (2018) focused on all US Master Chef judges, especially in the top fifteen in season 1. Using Brown and Levinson's positive politeness strategies theory, she found that the judges used five types of positive politeness strategies. They are a strategy of exaggerating, notice and attend to the hearer, intensify interest to the hearer, avoid disagreement, and give reasons. In general, exaggerating is the strategy most frequently used by judges. The studies mentioned above were analyzed by using Brown and Levinson's politeness strategy theory. However, few researchers have focused on positive politeness used by the judges in Master Chef Australia. Those studies focused only on the types of strategies used by the judges, disregarding the factors that influence the use of that chosen strategy. Therefore, the researcher is interested in investigating the positive politeness of Master Chef Australia and analyzing the factor that underlies the use of those strategies.

Master Chef Australia was taken as the data source because it is one of the most popular and respected cooking television series around the world where

many Indonesians also become contestants in this competition. They are Reynold Purnomo in season 7, Elena Duggan in season 8, Michelle Lukman in season 9, Jess Liemantara in season 10, and season 11 Tati Carlin as a contestant who came from Indonesia. Gary Mehigan, George Calombaris, Matt Preston become judges on the whole eleven season of Master Chef Australia.

The judges in Master Chef Australia impartially provide constructive feedback to the contestant. They also have an exciting way of conveying their feedback; either to say that it lacks a little seasoning, the texture is a bit weird, it is not quite perfect, or it is a bit charred. In the present study, the researcher chose season 11. The judges of this season are still the same as the previous season. It means that the judges are experienced and expected to have variations in their comments. They were also expected to be more aware of the language they used while commenting on those 11 seasons by taking the experience of the previous ten seasons.

Additionally, the researcher chose episodes 01 and 55 as the data source because of some factors. Firstly, episode 01 was an elimination round. In this round, all contestants have to prove their ability to the judges for their next step. It means that the judges have to comment to all of the contestants, and here we can see the various comments of the judges that likely contain politeness strategies. Secondly, episode 55 was chosen because this episode is the final episode of the top six of the best contestants this season. The contestants had passed many challenges and obstacles, no doubt. They also made several mistakes and received comments from the judges. Some contestants frequently make the same

an image that others may share as if a person were doing a good show for his profession of religion by performing a good show of himself (Goffman, 1967, p. 5).

The individual concept of the face changes across a lifetime, which can either lead to improvements or a deterioration in the face, depends entirely on whether the person's desires are fulfilled. Brown and Levinson (1987, p. 61) define the face as emotionally involved and that can be lost, preserved, or improved, and must be continuously engaged in contact.

2.3 FTA (Face-Threatening Acts)

Brown and Levinson (1987, p. 95) assume that the strategy of politeness is used to compose arguments in order to save the hearer's face. Face refers to the self-image that the speaker or hearer would rather see and maintain. The utterances that the speaker says poses a threat to other people's self-image expectations is called the Face Threatening Acts or the FTA (Yule, 1996, p. 61). People need to save their faces to keep the conversation going. As a consequence, the face is much of our body that used show expression, appearance, and personality, amongst others. FTA is defined when the speaker says something that poses a threat to another person gives rise to self-image expectations (Yule: 1996). In addition, Fasold (1996, p. 160) argues that the face is emotionally involved, that it can be lost and maintained, and that there needs to be constant interaction.

Brown and Levinson (1987, p. 110) also classified the face image component as positive and negative. A positive face is the desire of the individual that he/she wants to be appreciable in social interaction or that others can accept

the need for a positive image. For instance, when someone shows you his proper sneakers that he thinks are nice and wants your admiration, but your answer is "what an old fashion shoe" that does not fulfill his desire, then his positive face is insulted. The individual to be free to act or to be imposed and hindered by others called a negative face. For instance, when you make your oldest son unwilling to obey your order for the sake of your relative authority. He bothers his negative face.

2.4 Politeness Strategies

Politeness in communication is meant to demonstrate the awareness of someone's face. The use of politeness strategies was intended to make conversations between individuals who go well and minimize misunderstandings. Holmes (2001, p. 267) said that being polite is not just "thank you," but it is about people using the right language to listen to their hearers. Politeness can be seen as a rule in some context of the conversation. It means that the contestants should be careful in their way of speaking out and in order not to produce a misunderstanding between individuals.

Based on Brown and Levinson (1987, p. 61) and Goffman (1967, p. 215), politeness pays attention to people's face. Mills (2003, p. 6) also points out that politeness is an expression that minimizes face-threatening behavior towards others. In the above statement, politeness is an action to pay attention to others by reducing actions that may threaten the face of the hearer. Cruse (2006, p. 131) argues that another definition of politeness can be measured based on the

satisfaction of the hearer. It can be accomplished by reducing the negative face and optimizing the positive face of the hearer.

Each person has a desire or a face that needs to be saved. So, maintaining the other's face and satisfying each other is common to cooperating. There are two kinds of faces between their positive and negative faces. The negative face is a face that wants to be free from actions that could threaten the face or something that deviates from the wishes of the hearer. The positive face, on the other hand, is the act of saving the faces, showing the face that wants to be appreciated and approved by others.

Brown and Levinson (1978, p. 65-67) note that there are two kinds of acts that could threaten both a positive and negative face. Acts that may threaten negative faces are requests, orders, reminders, advice, suggestions, and warnings. While showing disagreement, critics, contradiction, or bringing bad news to the hearer are acts that could threaten positive faces. In addition, certain acts may threaten positive faces and negative faces, such as complaints, interruptions, threats, and strong expressions of emotion.

In the way performing face-threatening acts (FTA), Brown and Levinson (1987) divided politeness strategies into four categories that could be chosen by the speaker. They are bald on record, positive politeness, negative politeness, and bald off-record. However, the present study focuses primarily on positive politeness strategies, since what the study will analyze is the implementation of positive politeness strategies.

Master Chef Australia on DailyMotion. Furthermore, the researcher transcribed all of the utterances by using a personal computer and sometimes took it to the notes. All activities in this research have been done by using her smartphone, personal computer, and Microsoft Office applications.

3.3 Data and Data Sources

The data of this research are all of the utterances performed by three judges; Gary Mehigan, Matt Preston and George Calombaris of Master Chef Australia that contains positive politeness when giving comments to the contestants. The video of Master Chef Australia season 11, episode 01 and 55 are the data source of this research. The researcher chose episodes 01 and 55 because episode 01 is an elimination round, and the contestants have to prove their ability to the judges for their next step. While episode 55 is the final top six where the contestant had passed many challenges, here we can see politeness performed by the judges when encountering the same mistake made by the contestants. The videos were taken from the daily motion platform on <https://www.dailymotion.com/video/x77ar11> <https://www.dailymotion.com/video/x7d9c2m>. The duration video of episode 01 is 01:14:07 and 01:18:13 for episode 55. The researcher transcribed all of the judges' utterances into a transcription text and used it to understand the utterance.

Table 4.1 Data Findings of Positive Politeness Strategies

No	Types of Strategy	Findings	
		F	%
1	Notice, attend to the hearer	5	6
2	Exaggerate	20	25
3	Intensify interest to the hearer	7	9
4	Use in group identity markers	6	8
5	Seek agreement	8	10
6	Avoid disagreement	9	11
7	Joke	5	6
8	Assert/ presuppose the speaker's knowledge and concern for hearer's wants	5	6
9	Offer, promise	1	1
10	Include both speaker and hearer in activity	6	8
11	Give or ask reason	5	6
12	Give-gift to hearer	3	4
TOTAL		80	100

The table above shows that "Exaggerate" strategies are the highest in frequency among other strategies done by the judges in Master Chef Australia Season 11. Exaggerate becomes the highest number of strategies occur in the data. It appears 20 data out of 80 data or 25% of data. The second is "Avoid disagreement," which total 9 data or 11% of data. In the third position, the researcher finds 10% or 8 data in the "Seek Agreement" strategy. "Intensify interest to the hearer" strategy is found 7 data. For the next, the researchers find as many as 6 data with a percentage of 8% of strategy "Use in-group identity marker" and "Include both speaker and hearer in activity". The researcher considers 5% or 5 data out of 80 data in the "Notice, attend to the hearer" "Joke" "Assert the speaker's knowledge and concern for hearer's wants" and "Give or ask reason". In the next sequence, found the strategy "Give-gift to hearer" of 3 data. The infrequent strategy is "Offer/promise".

Datum 17 (36:38-00:37:08)

GC: “Look’s what happened, then the credit goes 100% to you. I mean, you have developed into an incredible cook. I mean that thoughtful that is delicious easy interesting, and I’m sure people going here, but I need hunk (indistinct) that is just spot-on. I’ve served that one of my restaurants tomorrow.”

Simon: “Thank you.”

GC: “It is delicious. Well done, **son**.”

Simon: “Thank you.”

In the final week on episode ‘Ingredient from home mystery box’, Simon got a letter from his partner, she gave him the coffee as an ingredient. He makes Parsnips with Smoked Onion, Beetroots, and Coffee Stock. Simon was successful in impressing the judges with his dish. One of the judges, GC, will present it at his restaurant.

From the conversation above, GC uses positive politeness strategies. Use **in-group identity marker: address forms**. It can be identified by the use of the word “son” is addressed to Simon as the address form. The purpose of the speaker by using this strategy is to maintain Simon's positive face and in order to omit the distance or makes a close relationship with the contestant.

4.1.1.5 Seek Agreement

The next strategy is Seeking agreement. This strategy has happened when the speaker finds the means to reach an agreement with the hearer. When using this strategy, the speaker is trying to step up the hearer by showing the agreement. There are two output strategies in this strategy. They are choosing a safe topic as the first output strategy. This following example shows how this strategy happens, for example: "Wow your lovely scooter, can borrow your cutter?". The second is

103-129). Based on those kinds of strategies, echoing the findings of Safa and Kurniawan (2015), Romadhoni (2017), and Widya (2018), people tend to use positive politeness strategies to save the hearers' positive face when speaking.

The researcher found twelve strategies used by the judges in Master Chef Australia. The strategy of exaggeration is the most frequently used, while promising strategy is the least used by judges. These research findings seem reminiscent of the previous related studies that exaggerate is the most frequently used to save the hearer's positive face (Safa & Kurniawan, 2015; Romadhani, 2017; Widya, 2018). Safa and Kurniawan (2015) interpret that the judges' politeness aims to save the contestants' face as a direct critique may discourage their motivation in cooking. In a similar tone, Ramadhani (2017) analyzed that the judges in K-Pop Star 6 frequently used the strategy of exaggerating and intensify interest to the hearer in order to show their feeling to the hearer. The exaggerated strategy of positive politeness may support the hearer wants and catch the meaning of hearers' utterances immediately (Widya, 2018). Therefore, the researcher concluded that those strategies used to show the speaker's desires and make the hearer grasp their sense immediately. This is also used to minimizing the possibility of FTA during the conversation.

The use of positive politeness is inseparable from the factors that influence it. Two factors are affecting the choice of strategies, according to Brown and Levinson (1987); the payoffs and the circumstances which social distance, relative power, and size of imposition. Those factors are influencing the use of positive politeness by the judges. The most factor influencing is the payoff and size of

imposition. Pay-off factor influenced the choices strategy because the speaker can get more advantages of it, like Brown and Levinson said, "...which one of these payoffs would be more advantageous than any other" (1987, p. 71).

Moreover, the size of imposition also the most influenced factor because, in positive politeness, the speaker more concerned with the self-image. Not offending the hearer and maintain a positive face. Besides, social distance and relative power were influenced. Social distance factors influence the choice of strategy because both judges and contestants do not have a close relationship. So the judges tend to use positive politeness strategy in order to avoid FTAs and save the positive face of the contestant. In contrast, relative power factors influenced because, in a competition, judges have more power than the contestant. The researchers concluded that everyone must recognize how to communicate well because it is important in everyday communication.

From the overall findings in this study, the researcher may conclude that pay-off and the size of imposition seem to contribute to the chosen strategy of positive politeness of the judges in the Master Chef Australia Season 11 compared to social distance and relative power. This seems to indicate that a positive politeness strategy is formed for minimizing the social distance and trimming the relative power between the judges and participants. The utterance indeed represents how the choice of politeness strategy would have an impact on social distance and relative power. The effect of the payoffs and the size of the imposition factor also seem relatively high. First, by the payoff factor, the speaker

influential factor in choosing a strategy, where the speaker can get more advantages of it and also preserve the positive face of the hearer. In contrast, social distance and relative power do not significantly affect the judges in the use of politeness strategy because, in a competition, the social status or power of a judge is higher than the contestants. This also seems to indicate the more payoff the speakers expect and the extent of the speaker reducing the imposition to make them considered being polite will trim the social distance and relative power. However, this, to some extent, is too elusive until more and further researches are conducted to prove this claim.

In this research, it can be seen that the judges are widely used positive politeness strategies in their comments. It is due to the more people experience language, the more inventive they are in choosing words or phrases that are used in conversation, even just to be polite.

5.2 Suggestion

This study has indicated that the influence of payoff and imposition factors on the use of politeness strategy seems to have an impact on other factors such as social distance and relative power. With pay-off and imposition factors, the speaker gets more advantages both for his self-image and for protecting the image of others, in contrast with social distance and relative power factors that are still bound by a rule. However, this study needs to be further proven. Therefore the researcher suggests to the next researcher to investigate further the relationship between the degree of factors contributes to the politeness strategy.

