

NEGATIVE POLITENESS STRATEGIES AS FOUND IN

RACHAEL RAY SHOW

A THESIS

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ABSTRAK

Kesantunan negatif memperlihatkan adanya hubungan tidak langsung antara struktur dan fungsi komunikatif dari ujaran. Di sini lebih banyak yang dikomunikasikan daripada yang dikatakan dengan memakai tindak tutur tidak langsung. Penggunaan strategi kesantunan negatif yang terdapat dalam acara *Rachael Ray Show* dibahas dalam skripsi ini dengan tujuan untuk menggambarkan strategi-strategi kesantunan negatif yang diaplikasikan dan menentukan strategi yang paling sering digunakan.

Data dikumpulkan melalui metode simak dengan teknik rekam dan teknik catat. Data dianalisis menggunakan metode padan dengan teori Brown dan Levinson (1987) tentang kesantunan negatif yang terdiri dari sepuluh strategi. Selanjutnya, hasil analisis disajikan dengan metode formal dan informal.

Hasil penelitian ini adalah penutur menerapkan semua strategi kesantunan negatif yang ditemukan dalam 31 ujaran. Strategi 1, *Be conventionally indirect* ada 2 (6,45%), strategi 2, *Question, Hedge* sebanyak 9 (29,03%), strategi 3, *Be pessimistic* ada 4 (12,90%). Selain itu, strategi 4, *Minimize the imposition, Rx* ditemukan dalam 3 ujaran (9,68%), strategi 5, *Give deference*, ada 4 (12,90%), strategi 6, *Apologize* ada 1 (3,23%), strategi 7, *Impersonalize S and H* sebanyak 3 (9,68%). Selanjutnya strategi 8, *State FTA as a general rule*, ada 3 (9,68%), strategi 9, *Nominalize* dan strategi 10, *Go on record as incurring a debt or as not incurring H*, masing-masing ditemukan sebanyak 1 penggunaan (3,23%). Strategi yang paling sering digunakan adalah strategi 2, *Question, hedge* yang menunjukkan bahwa penutur cenderung menggunakan strategi sederhana dengan mengaplikasikan kata dan frasa tertentu untuk mengurangi resiko salah dalam penyampaian ujaran.

CHAPTER 1

INTRODUCTION

1.1 Background of The Research

Politeness refers to the appropriate language usage. It is an important aspect which has to be possessed by everyone. A person is considered as a kind person mainly through his politeness when communicating with others. It will give good first impression toward the person he communicates with. Politeness seems to be a very important principle.

Everyone applies politeness in all interactions and conditions either formal or informal (daily) conversation to create good interaction in life. In interaction, people must consider others' feeling. Thus, they may avoid the utterances which represent the threat to the hearer's face.

Politeness shows solidarity and respect of social customs because everyone needs to be respected by others in their surroundings. Customs are influenced by the social norms which exist that lead everyone to have different politeness strategies in speaking with other people. As stated by Wardhaugh (1992) impoliteness depends on the existence of standards and norms of politeness in certain society. It shows that each community has different norms to categorize an utterance as polite or impolite because the connotation of politeness might vary across culture (Guodong & Jing, 2010). Related to the importance of politeness strategy in speaking, a person must consider who the hearer is and

where the interaction occurs. That person must also be aware in making choices of what he or she wants to say, and how to say it.

The use of politeness strategies in conversation can be found in one of American talk shows which is entitled *Rachael Ray Show* or known as *Rachael Daytime Talk Show*. It is a kind of talk show in the United States and Canada about lifestyles which has been presented since 2006 (Ray, 2010). The presenter of this show is *Rachael Ray*. Since *Rachael Ray Show* is referred to the people in most countries in the world, the participants will do their best in interaction during the show and the application of their politeness is interesting to be observed.

In talk show, the participants tend to use certain strategy in maintaining their communication during the show. A talk show provides certain information for the audience and tries to elaborate the information by inviting informant or guest star. During the show, each participant wants to utter opinion and idea related to the show which is influenced by the topic and the guest star or informant who gets involved.

Based on the explanation and quotation above, the writer is interested in choosing the title "*Negative Politeness Strategies as Found in Rachael Ray Show*".

1.2 Identification of The Problem

The choices of particular politeness strategies intrinsically obtain certain advantages. By employing negative politeness strategy, a person can maintain social distance and avoid the threat or the potential face loss. The variation of

CHAPTER 4

CONCLUSIONS

This study suggests that the participants of *Rachael Ray Show* employ all of negative politeness strategies. In this show, negative politeness appears because of high level of considering negative face wants among participants. The participants communicate their wants without showing face threat which can hurt the H's negative face. The different face wants lead participants to have various ways in uttering opinion. Each way is reasonable based on the context of their communication.

The analyzed data of this research are 31 utterances. The writer finds the frequency of each strategy which comes from five mechanisms of negative politeness. These mechanisms consist of ten strategies. The applications of strategies have different frequency of each, and there are some strategies which has the same occurrences.

The first mechanism, *be direct* forms strategy 1, *Be conventionally indirect*. This strategy can be found in two utterances (6,45%). S applies this strategy to indicate the desire to have gone off record, meanwhile the utterance goes on record. The second mechanism, *don't presume/assume* motivates strategy 2, *Question, hedge*. This strategy is found in nine utterances (29,03%). It seems that most of speakers tend to question or hedge such assumptions when uttering their opinion without presuming/assuming the H's wants.

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