

**POLITENESS STRATEGY IN THE SECOND PRESIDENTIAL
DEBATE CAMPAIGN OF UNITED STATES 2008:
*BARRACK OBAMA AND JOHN McCain***

A Thesis

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ABSTRAK

Skripsi ini menguraikan tentang penggunaan strategi kesantunan (*Politeness Strategy*) yang ditemukan dalam debat kampanye kepresidenan Amerika kedua, antara Barack Obama dan John McCain. Debat kampanye ini menyajikan isu-isu seputar pengembangan sistem perekonomian Amerika. Penelitian ini bertujuan untuk menelaah jenis-jenis strategi kesantunan yang digunakan oleh kedua ahli debat selama debat berlangsung dan fungsi dari penggunaan strategi tersebut. Data dikumpulkan dengan mengunggah video debat kampanye kepresidenan Amerika kedua dari internet yang dipakai sebagai sumber data. Dari tiga seri rekaman video yang ada, ditemukan tiga sampai lima ujaran di setiap seri yang mengikut prinsip strategi kesantunan Brown and Levinson. Data dianalisis dengan menggunakan metode padan pragmatik dan metode distributional oleh Sudaryanto (1993). Sebagai acuan dalam proses penganalisaan data digunakan Teori kesantunan oleh Brown dan Levinson (1987) dan teori konteks oleh Strentorm (1994).

Temuan penelitian menggambarkan bahwa, pertama, terdapat empat strategi kesantunan yang sering digunakan oleh kedua ahli debat selama debat berlangsung yaitu strategi *Positive politeness*, *Negative Politeness*, *Bald on Record* dan *Off Record*. Kedua, tujuan utama penggunaan strategi kesantunan oleh kedua ahli debat adalah untuk menjaga perasaan lawan bicara dan menghindari tindakan yang dapat merusak harga diri sendiri. Selain dari tujuan utama di atas kedua ahli debat menggunakan strategi kesantunan untuk memperkuat dan mempertahankan kebenaran argumen dan fakta, serta mengkritik argumen lawan.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Politeness is an interesting subject concerning on how people express their feeling or thought. The subject brings some concepts in delivering communication among people. Similarly, politeness as a communication strategy where people consider several choices of different kinds like what they want to say, how they say it and with whom they are speaking to make a good communication. This strategy is very essential for people to be applied in a conversation since it contributes for a great effect to build social relationship. It has been stated by Goffman (in Renkenma; 1993:12) that every participant in social process needs to be appreciated by others. One of the examples can be found in daily conversation as the following example:

“Would you mind giving me a cup of tea?”

Whether we realize it or not, there are certain communication rules that must be followed in certain context of situation to preserve social relationship. The example above, the speaker uses the positive politeness in order to ask someone whether he is provided or not. The speaker shows his want by requesting. From the request above, the utterance implies that speaker does not want impose hearer’s face to do what the speaker’s want. Speaker does not mean this utterance as command.

Through this concept, application of politeness strategies which is fascinating to be researched is politeness strategy in Presidential Campaign

Debate. Hornby (2005, p.222) defines debate as "a formal discussion to show skill and ability in arguing". The essence of the debate is to convince the opponent and the audience regarding of one of debater's arguments. Usually, a debate campaign is illustrated as a hot and full tension situation from debater. Each debater or nominees of campaign tries to kill, struggle or even maintain their strong arguments to attract appreciation from audience. Consequently, by having full of tension, they will use politeness strategy in order to win the election session elegantly and get the greatest appreciation from voters. In other words, the debate can be considered not only as session of they are having a debate but also how they express their opinions, ideas, and feeling through some strategies they use.

The second presidential campaign debate 2008; Barack Obama and John McCain is a kind of a debate or formal discussion which concern about important issues around society especially in economic issues including all missions and visions of the nominees as a essential part of their campaign process to win the president election day. In this presidential debate, the topic is related to the financial rescue and economic development. There are some problems in National Economics System of USA where many Americans lost their job, burdened with high taxes, and lack of healthy facilities. Therefore, this debate is a media for candidates to distribute and deliver their ideas in term of how to solve this problem, for whom the rescue conducts. Considering these term, each candidate has their own way or plans to solve this problem. In spite of the debate is containing of very sensitive issue of economics development, there are some controversy behind each candidates' purposes.

CHAPTER 4

CONCLUSION

Having analyzed politeness strategy in the debate by referring to Brown and Levinson politeness strategy and the theory of context, this research obtains several interesting finding from this data. First, the research discovers both debaters apply well various kind of politeness strategy during the debate session. This research found that there are four dominant Politeness Strategies applied by Barack Obama and John McCain in the debate: Positive Politeness, Negative Politeness, Off Record and Bald on Record.

Second, the research finds that there are differences and similarities between both debaters in expressing politeness strategy along the debate session. First is about differences. The research discovers that either Obama or McCain are applying different model in using Politeness strategy in the forum, as their objective in this debate are different. Obama as the person who gets much attack and prove the fact defensively. He does not attack much directly McCain with his argument along the debate session in order to create a good relationship for both of them; in this case positive politeness plays an important role. While, as the one who senior than Barack Obama in Parliament, Mc Cain plays more offensive in the debate by attacking Obama with some controversy arguments to prove the weaknesses of Obama. Regarding to his objective in convincing the people about the financial crisis and Obama's plans, of course there are big possibilities that every McCain's statement

will attach unavoidable threatening acts in it. Therefore, McCain smartly combines several types of Politeness strategy to reduce the threatening effect of his utterance to the hearer's face. Moreover, this research found that the dominant Politeness strategy combination used by McCain in this debate is Positive politeness combined with Off Record strategy. These strategies are very important to deal with any imposing statement in an utterance. Furthermore, McCain realizes that he has the mission to crack out Obama's mission on financial program and reveal out all the fact to the audience to verify that Obama's plans are inappropriate. The use of combination is very benefit for Mc Cain to reduce the responsibility in expressing an offensive statement.

Next, in spite of many differences between Barrack Obama and John McCain in utilizing Politeness strategy during the debate forum, the research notices some similarities between them. One of Obvious similarity discovers is both debaters are not to use Don't do FTA strategy in the debate. Therefore, both debaters are aware that this debate carries a sensitive issue, they're maximalist every chance to confirm all the issue through the appropriate strategy, not to keep silent. It would be a dangerous and risky utterance if there is no explanation. This fact becomes another prove that shows both debaters are great speaker.

Finally, this research also finds that there are two main purposes of Politeness strategy in the debate. The first is to satisfy hearer's Positive Face and the second is to safe hearer's negative face. However, the research also notices another purposes of using Politeness strategy attached by the speaker in an utterance. Politeness strategy in addition can be used to bridge the relationship between speaker and hearer or vice

versa. Politeness strategy can be used to stress an argument, to give criticism and to convince the hearer about any statements. The use of politeness strategy accommodates the speaker's objective in expressing an argument without threatening hearer's face.

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