

ABSTRACT

Komariyah, N. 150511100128. *A Study of Topic Shifting in Oprah Winfrey Show (A Conversation Analysis Approach)*. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Dr. Masduki M.Pd

This study focuses on the topic shifting especially in the types of topic shifting and the topic shift clues in the conversation. It aims to find out and explains the types of topic shifting and the clue word shifts. This study analyzes topic shifting which were found in Oprah Winfrey Show on her talk show. The data were analyzed and classified based on the types of topic shifting theory which is proposed by Crow (1983) and topic shift clues theory which is proposed by Reichman (1978).

This study employs descriptive qualitative design as the research design. The sources of data in this study are one video of Oprah Winfrey Show, while the data are the utterances of Oprah Winfrey and her great guests. The method used in collecting the data which contain of topic shifts that includes to the types of topic shifts and the topic shift clues in the conversation.

The findings of this study show the types of topic shifts and also the topic shift clues during conversation. The four types of topic shifts that are found by the writer in Oprah Winfrey there are 25 data. 12 data that are categorized as topic initiation, 8 are categorized as topic shading, 1 are categorized as topic renewal and 4 are categorized as topic insertion. In addition, the writer also found topic shift clues that in Oprah Winfrey Show. There are total 25 data that indicates topic shift clues. 14 data belong to clue word shifts, 4 data belong to explicitly labeled shifts, 1 data belongs to mode of reference, 3 data belongs to repetition of words and 0 data belong to tense shifts.

Keywords: Conversation Analysis, Topic Shifting, Types of topic shift, Topic Shift Clues, Oprah Winfrey Show