

CHAPTER I

INTRODUCTION

This chapter explains the background of the study, statement of problems, objective of the study, significance of the study, and also describes about scope and limitation of the study.

1.1 Background of the Study

Conversation is a very important thing in human's life. It occurs when people talk to each other. According to Paltridge (2006:107) "Conversation is the main way in which people come together, exchange information, negotiate and maintain social relations". It means that conversation is the action of two people or more who shares information with each other.

Discussing about conversation, everyone must have a topic of discussion that will be discussed and in any conversation from beginning to the end. It is also possible for the participant to talk about more than one topic. Therefore, topic shifts usually occur in conversation. It is also discussed by Wardhaugh (1971) that a conversation usually covers a number of topics and involved shifts from one topic to another, and sometimes also a mix of topic. Usually the speakers do not only talk about one topic from the beginning to the end in their conversation. Usually they shifts the topic from one topic to another one.

Example of the topic shifting and the topic shift clue found in *The Oprah Winfrey Show*:

Oprah : "So, do you talk about, for example you know two of your children have gone into this business. Willow and Jaden,

Did you talk about the purpose of the business beyond the movie getting the role the acting?"

Jade : "Oh yes"

Will Smith : "We talked about the idea of you created something that is illustrating some aspect of the human spirit right and it can be funny and it can be exciting, it can be scary but what you're trying to do as artist and you're the purpose of art is to do advance and elevate humanity you know? So when you're choosing your work and you are choosing the material that you're putting into the world you have to understand that somebody else's kids are going to see it and are they going to be better or worse after they have contact with your material."

Oprah : "Yeah. So, we are going to breaking, you talked about he get two streaks. I want to know what you do to keep this flame burning as hot as it seems to be."

From the example above, the speaker's utterance consists of some topic shifts. There are two topics that occur in the conversation above. So, of course there is a topic shift here. The first topic is when the speaker "Oprah" talks about future children gone to the Will Smith's business and the second is when Oprah brings out a new topic that is ask to Will Smith wife that is Jade about how Jade keep her flame burning. So, based on the types of topic shift, it can be interpreted that in the conversation, the speakers used topic initiation type because the speaker shift from one topic to another topic after the previous one is closed. While, the topic shift clue used is clue word shift. The speaker Oprah used "So" to shifts from one topic to another topic. The word "So" here is included to the topic shift clues.

Topic shifts has received a great deal of attention since the 1980s (Otani, 2006). Many researchers examine it from the perspective of conversation management. They usually investigate the relevancy of each topic in a

conversation. However in this study, the writer focuses on the types of topic shifting and topic shift clues in talk show. *The Oprah Winfrey Show* is taken by the writer as the source of data. It is popular show in America. The episode of Will Smith family in 2006 is chosen by the writer. It is one of best episode in *The Oprah Winfrey Show*. It is because in this talk show, Oprah invited all Will Smith family. They are Will Smith, Jade Pinkett, Trey, Jaden and Willow. Since there are many guests invited, the topic they are discussed is various. Therefore the writer believes that it is interesting to be analyzed by topic shifting theory. In this study, the types of topic shifting found in the conversation become the main research. However, in addition the writer also analyzes what are the topic shifts clues found in *The Oprah Winfrey Show*.

1.2. Statements of the Research Problem

There are two research problems in this study, they are:

1. What are the types of topic shifting found in the talk show?
2. What are the topic shifts clues found in the talk show?

1.3 Objective of the Study

Based on the statement of the research problems, the major objectives of this study are:

1. To explain the types of topic shifting in talk show of *The Oprah Winfrey Show*.
2. To explain the topic shift clues in the talk show participants of *The Oprah Winfrey Show*.

1.4 Significance of the Study

Theoretically, the findings of this study is expected to give important contribution to the field of linguistics, particularly to conversational analysis. Furthermore, this study offers some important insight into the study of topic shifting that usually occurs in conversation. In addition, this study hopefully can be a reference for the future researchers who want to conduct the research related to the same topic.

Practically, this study is expected to be enhanced the readers awareness of the important of topic shifting in conversation. Finally, this study is expected to help the reader to accomplish successful communication.

1.5 Scope and Limitation

The scope of this study is conversation analysis. This study focuses on the topic shifts that are found in conversation dialogues between Oprah Winfrey and her guests in talk show of *The Oprah Winfrey Show* on WLS-TV. The writer analyzes the types of topic shift proposed by Crow (1983). In addition, the writer also analyzes the topic shift clues based on Reichman (1978).

The researcher limits the study in the utterances of conversation which contain topic shifting used by Oprah Winfrey (American Media Proprietor, Talk Show Host and Actress) and her great guest. They are Will Smith Family (Will Smith, Jade Pinkett Smith, Trey Smith, Jaden Smith, and Willow Smith) in *TheOprah Winfrey Show* (2006).