

CHAPTER I

INTRODUCTION

This research will discuss the construction of Politeness Strategies Used by Ed Sheeran in the Call Her Dady YouTube Channel. At the beginning of this research, the introduction will explain the background or the reason for conducting this research. In addition, this section will also include research problems and objectives of this research.

1.1 Background of the Study

According to Yule (1996), pragmatics is the study of meaning as communicated by a speaker and interpreted by a listener, which emphasizes how meaning is shaped by context rather than by words alone. In pragmatics, meaning is understood through the speaker's intention, the situational context, and the relationship between the participants in communication. This field examines how speakers convey implied meanings and how listeners interpret utterances beyond their literal meaning. Therefore, pragmatics is important in language studies because it helps explain how language is used effectively in real communication and how meaning can change depending on context, social distance, and communicative purpose.

Politeness, as discussed by Brown and Levinson (1987), is a key part of pragmatic. Brown and Levinson introduced the idea of face, which is related to a person's public self-image. They stated that individuals generally try to protect two kinds of face: positive face, which is the need to be accepted and appreciated by others, and negative face, which is the need to have freedom and avoid being forced or disturbed. When an utterance threatens these needs, it is known as a Face Threatening Act (FTA). To reduce the effect of an FTA, speakers use politeness strategies different ways of speaking that show respect and reduce threat. Culpeper (2011) Culpeper explains that face is relevant to politeness and helps in understanding communicative acts that attack or threaten face. Brown and Levinson (1987) classify politeness strategies into four main types. The first is bald on record, which is used when someone speaks directly without softening their words, such as giving a straightforward command. This strategy is often used when urgency or

efficiency is more important than politeness. The second type is positive politeness, which aims to show friendliness, respect, or care for the listener's needs and feelings, for example by using compliments, jokes, or inclusive language. The third is negative politeness, which shows respect and avoids imposing on others, often using indirect expressions. The fourth type is off record, where the speaker hints or implies something rather than saying it directly. These strategies are chosen based on the situation, the relationship between speaker and listener, and the level of formality.

In today's world, communication does not only happen face-to-face but also through digital media such as YouTube and social platforms. These media create new ways for people to interact and share information globally. Among them, podcasts have become one of the most popular forms of digital communication because they offer natural and spontaneous conversation. Through podcasts, public figures can express themselves more freely while maintaining respect and a positive image in front of a large audience. Therefore, politeness strategies in podcasts are interesting to study because they show how speakers manage politeness in informal but public conversations.

Ed Sheeran is the popular singer and songwriter in the world, known for his humble and friendly personality. In his appearance on the *Call Her Daddy Podcast* hosted by Alex Cooper on YouTube, he discusses various personal topics such as his career, emotions, and experiences in a relaxed and honest manner. The conversation shows how Ed Sheeran uses politeness strategies to maintain a comfortable atmosphere, build rapport with the host, and create a positive image for his audience. Sometimes, he uses humor to make the situation lighter, compliments to sound friendly, and indirect language when talking about sensitive topics.

This research focuses on analyzing the politeness strategies used by Ed Sheeran in the *Call Her Daddy Podcast* on YouTube, using Brown and Levinson's (1987) theory as the main framework. The study aims to identify what kinds of politeness strategies Ed Sheeran uses, and in what way and context he uses them during the

podcast. Understanding this will show how politeness helps him express himself openly while maintaining respect and a positive image.

This study was conducted because politeness strategies are important in maintaining smooth and respectful communication. Podcast is a valuable object of study because it represents natural and informal spoken interaction that is widely accessed by the public. Although podcasts are casual in nature, speakers still need to manage their language to reduce face-threatening acts. *Call Her Daddy* was chosen as the data source because it presents open and interactive conversations. Ed Sheeran was selected as the subject of this study because he is an internationally recognized musician with global popularity. Several of his songs, such as *Shape of You*, *Perfect*, and *Thinking Out Loud*, have achieved billions of streams worldwide. In particular, *Shape of You* became one of the most-streamed songs in music streaming history and has accumulated more than 6 billion views on YouTube. As a globally known public figure, his appearance on the podcast provides extensive conversational data and creates opportunities for the use of various politeness strategies in responding to questions, expressing opinions, and sharing personal experiences. Therefore, this study aims to apply Brown and Levinson's politeness theory to podcast and to provide insight into how politeness strategies function in informal spoken communication.

1.2 Research Questions

Based on the background of this research, the study aims to answer the following two questions:

1. What are the types of politeness strategies used by Ed Sheeran in the *Call Her Daddy Podcast*?
2. How does Ed Sheeran apply politeness strategies in the *Call Her Daddy Podcast*?

1.3 Objective of The Study

This research is conducted to achieve several objectives, including the following:

1. To identify the types of politeness strategies used by Ed Sheeran in his utterances in the *Call Her Daddy* podcast.

2. To explain how Ed Sheeran applies politeness strategies in the *Call Her Daddy* podcast.

1.4 Significance of the Study

Theoretically, this study contributes to the understanding of politeness strategies in spoken communication by applying Brown and Levinson's politeness theory. It gives insight into how politeness strategies are used by a public figure in a podcast conversation. Practically, the findings of this study can help researchers, interviewers, and content creators improve their communication skills by understanding how politeness can build good relationships, create comfort, and maintain a positive image during conversations or interviews.

1.5 Scope and Limitation of the Study

The scope of this study is pragmatics, specifically the analysis of politeness strategies as used in spoken interaction. this study applies the politeness strategies theory proposed by Brown and Levinson in *Politeness: Some Universals in Language* (1987), focuses on identifying and classifying the types of politeness strategies employed by Ed Sheeran in a podcast interview. The limitation of this study lies in the data source, which is restricted to Ed Sheeran's utterances that contain politeness strategies in a single episode of the *Call Her Daddy* podcast titled "Ed Sheeran: You Either Love Me or Hate Me" on YouTube.