

CHAPTER I

INTRODUCTION

In this chapter, the writer provides five points. The first is background of study. The second is research question. The third is objective of the study. The fourth is significance of the study. The last is scope and limitation of the study.

1.1 Background of the Study

Pragmatics is a field of linguistics that studies how people understand meaning in communication based on context. According to Yule (1996), pragmatics focuses on how meaning is communicated by a speaker and interpreted by a listener in real situations, which means that communication is not only about the literal meaning of words but also about the speaker's intention and the listener's interpretation. In many cases, what people mean is not directly stated, so listeners need to rely on context to understand the intended message. This context can include the situation, the relationship between speakers, shared knowledge, and cultural background. Pragmatics also covers several important aspects of meaning in use, such as deixis, presupposition, implicature, and speech acts, which all show that understanding language requires more than just knowing vocabulary and grammar. For example, speakers often use indirect expressions, where they say something but imply a different meaning depending on the situation, such as saying "It's getting late" to suggest ending a conversation. This indicates that communication is often strategic, as speakers carefully choose their words to fit the context and avoid misunderstanding. In this sense, the way meaning is delivered becomes just as important as the meaning itself, especially in social interaction where maintaining good relationships is essential. Therefore, pragmatics is closely related to the concept of politeness because speakers need to manage how their messages are expressed in order to show respect, maintain social harmony and consider the feelings of others during communication.

Politeness is a concept in pragmatics that refers to how people use language to show respect, maintain social harmony, and consider others' feelings in communication. According to Brown and Levinson (1987), politeness is closely related to the idea of face, which means a person's public self image. When people communicate, they often try to protect both their own face and the listener's face

by using polite expressions, such as being indirect, showing respect, or softening requests. For example, instead of saying “Give me that,” a polite speaker might say “Could you please give me that?” Therefore, politeness helps speakers build good relationships and avoid conflict in social interactions. A key concept related to politeness is Face Threatening Acts or FTA, which refers to any utterance or action that can damage a person’s face. According to Brown and Levinson (1987), FTA can threaten positive face, which is the desire to be liked and appreciated, and negative face, which is the desire to have freedom and not be disturbed. For example, criticizing someone can threaten positive face, while giving orders or making requests can threaten negative face, so speakers usually use politeness strategies to reduce the impact of these threats.

The spread of social media, especially YouTube, has become a place for content creators to make podcasts by inviting speakers from various social circles. A podcast is a form of digital broadcast that usually contains casual but informative conversations or interviews. Video podcasts, talk programs, and interviews are also broadcast on platforms like YouTube, where a worldwide audience watches public discussions. More than a billion people watch podcasts on YouTube each month, making it one of the most popular places to listen to them. Podcasts on YouTube blend audio and visual features to make conversations more "real" and participatory. The CBS Sunday Morning podcast includes highlights of exceptional human accomplishments along with stories and coverage on a wide range of subjects, such

This study focuses on analyzing the politeness strategies used in the “Extended Interview” of CBS Sunday Morning on YouTube, using Brown and Levinson’s (1987) theory as the main framework. The study aims to identify the types of politeness strategies that appear in the interview and to analyze the factors influencing the use of these politeness strategies in the interaction. The interview mainly discusses personal aspects of the guest’s life and her career, which involve sensitive and meaningful topics. Therefore, politeness becomes important to maintain respect, manage face threatening acts, and create smooth communication during the conversation.

This study is conducted because politeness strategies play an important role in maintaining effective and respectful communication, especially in spoken

discourse that involves personal and career related topics. Interview discourse is a valuable object of study because it represents natural and semi formal interaction that is widely accessed by the public. Although interviews may seem relaxed, speakers still need to carefully choose their language to reduce face threatening acts and avoid discomfort. The CBS Sunday Morning podcast is chosen as the data source because it presents in depth and interactive conversations, especially about personal experiences and career journeys. Therefore, this study aims to apply Brown and Levinson's politeness theory to utterances interview and to provide a deeper understanding of how politeness strategies are used and what factors influence their use in real communication.

1.2 Research Question

Based on the background of this research, the following two research questions are formulated:

1. What are the types of Politeness strategies that appear in the "Extended Interview" in CBS Sunday Morning Podcast?
2. What factors influencing the use of politeness strategies in the CBS Sunday Morning Podcast?

1.3 Objective of The Study

Based on the research question above, the objective of this study are:

1. To identify the types of politeness strategies used by Billie Eilish in the CBS Sunday Morning podcast.
2. To examine the factors influence the use of politeness strategies in the CBS Sunday Morning podcast.

1.4 Significance of the Study

Theoretically, this study contribute to the understanding of politeness strategies in the context of media interviews 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 other

researchers, interviewers, and media practitioners to understanding how the use of politeness strategies in interactions.

1.5 Scope and Limitation of the Study

This scope of this study is politeness strategies within pragmatics, specifically the analysis of politeness strategies as used in spoken interaction. This studies applies the politeness strategies theory purpose Brown and Levinson theory(1987), focused on identifying and classifying the types of politeness strategies and its factors appear by Billie Eilish and Anthony Manson. The limitation of this study it analysis only the utterances of Anthony Manson and Billie Eilish containing politeness strategies. Other utterances not certainly politeness strategies are not analyzed.