

CHAPTER I

INTRODUCTION

This chapter consists of some subchapters, namely background of the study, statement of the problems, objectives of the study, significances of the study, and scope and limitation of the study. They are necessary to be explained because they describe this study generally.

1.1 Background of the Study

As a social human being, everyone may not live alone in this world. He or she needs other people to survive. Therefore, he or she has to communicate and interact with others. By communicating, everyone is able to know and understand other people around them. In addition, everyone will know all kinds of information from others. He or she can improve and develop knowledge about everything by communicating each others.

Wardhaugh (in Hongky, 2004: 1) states that communication happens if there are two or more participants who are talking about particular topics. In other words, communication needs more than one person who exchange the ideas each other about the topics in the conversation. In communication, the problems are often found that not all participants have good chance to exchange their ideas during conversation. There are many causes which make the conversation ends. One of the causes is turntaking. If there is one of participants in conversation who does not apply turntaking correctly. It will cause the conversation end because

there will be misperception between one and other participants. Therefore, turntaking becomes the most important thing in the conversation. Turntaking consists of the ways how to start a conversation, how to carry on talking, and how to give other speaker a chance to speak.

Stenstrom (1994) states that a turn is everything the current speaker says before the next speaker takes over. It means that turntaking is a shift of speaker to talk in a conversation. It shows how the speaker manages and changes the roles. The speaker becomes either the current speaker or listener in the conversation. In other words, either speaker or listener must be able to manage and change their techniques correctly to make the conversation go smoothly.

Therefore, turntaking is very important to be analyzed especially on a talk show because the conversation which occurs on the talk show is natural. It resembles the conversation in daily dialogue. The talk show is one of television's programs which become so popular in several countries. There are many owners of talk show who have had private account of Youtube. They post their talk shows on Youtube. Therefore, there are many people who are able to watch the program from whole the world. Popularity of the talk show is difficult to be separated from the role of a host who becomes the main actor in leading the talk show. The talk show host sets how to make the talk show more interactive among the invited guests and the host. The expertise of host greatly affects the smooth and successful of the talk show. The host is required to be able to communicate without offending the interviewee or guest. Therefore, the interviewees will feel

happy and relax in giving response and also providing statement on what they are talking about at that time.

The host is the center of attention in a talk show. He or she has a great influence on the talk show. If the host does not have the expertise to communicate properly, the talk show will not be interesting for the audience and the viewer. They will not enthuse to watch it. On the contrary, if the talk show has the host who has a good expertise in communication, it can achieve top popularity easily because there will be many viewers who would like to watch the talk show which has the outstanding host.

The host has to have the expertise not only in communicating, but also in interacting with the guest or interviewee and audience. Each host will have different style in interacting and communicating with his/her guests and audience. The host's style refers to his/her techniques in how to start the turn to talk, keep the turn in talking, and yield the turn to other speakers. It can affect the achievement of the talk show in high popularity. Therefore, the hosts' techniques are really needed in the talk show.

One of talk shows which has a great popularity because of its host is *The Queen Latifah Show*. It is one of the new talk shows in daytime TV talk shows broadcasted mainly on CBS Television stations but it has great achievement for its first launch during 2013-2014 which has achieved the highest ratings winner of the new talk shows. It achieves a 1.7 rating or 1.96 million U.S households (www.examiner.com). It means that the talk show is so popular because there are many viewers who like it so much. The popularity of the talk show cannot be

separated from the role of Queen Latifah as the host. Queen Latifah's popularity who becomes outstanding host cannot be separated of her techniques in interviewing her guests in her talk shows.

Queen Latifah is one of the outstanding hosts in U.S. who has larger audience than other talk show during years. In 2014, she has been nominated for an Oscar and she won it as a favorite new talk show host people's choice awards. She creates not only her talk show which achieves the biggest ratings but also her evidences that she is an outstanding host.

There are two reasons why *The Queen Latifah Show* is chosen as source of data in this study. First is the achievement of the talk show. Second is the achievement of its host, Queen Latifah. Both of achievements have been explained in the previous paragraphs above. Therefore, this study is interested to analyze turntaking systems and techniques which are applied by the outstanding host, Queen Latifah, in her talk shows entitled *The Queen Latifah Show*. See the example of data below.

Queen	: *So that's the color* . Let's see how other looks – . I don't know what color that is Nicki – – . [laugh]
Nicki	: That one is that . is lady . that's when you going out to the town .
Queen	: Where town – – . [laugh] that's a good town to go out with . And Do your followers . have . have your followers help you design this line . (00:07:07–26 second)

(example is taken from *Queen Latifah show* ep. 27th)

The conversation between Nicki and Queen above shows that Queen applied several techniques of turntaking to yield her guest the turn. See how she

yields the turn at her first and second turn. At the first turn, Queen yield Nicki the turn to speak by using an inviting *Let's see how other looks* – . and giving up *Nicki* – – . . At the end of second turn, Queen yield Nicki the turn to speak by using a questioning *Do your followers . have . have your followers help you...* The three techniques of turntaking which are used by Queen Latifah to yield the turn in the conversation above are very interesting to be analyzed. This study also is interested to analyze how she takes the turn, hold the turn.

There are few related previous studies about turntaking in the world. The previous studies mostly analyze the turntaking in chatting among someone and his/her friends in daily activities such as what has been done by Honky (2004) and Swandayani (2000). Both of researchers use the same theory of turntaking which is proposed by Anna-Brita Stenstrom. They concern with the turntaking which is applied by male and female in their chatting. Therefore, the researcher of this study is interested in analyzing turntaking systems and techniques that occur in the talk show. The researcher is going to analyze turntaking which is applied by the host of *The Queen Latifah Show* entitled *a study of turntaking on the queen latifah shows*. The researcher takes this famous talk show as his source of data because he has not found the other researchers who analyze turntaking in the talk show especially in University of trunojoyo madura.

1.2 Statement of Problems

1. What systems of turntaking are frequently applied by Queen Latifah on her talk shows?

2. How are techniques of turntaking applied by Queen Latifah on her talk shows?

1.3 Objective of the Study

In line with the statement of the problem, the objectives of the study are:

1. To explain systems of turntaking which are frequently applied by Queen Latifah on her talk shows.
2. To explain techniques of turntaking which are applied by Queen Latifah on her talk shows.

1.4 Significances of the study

Theoretically, this study is expected to give contribution for further study whether analyzing the same source of data or using the same theory. This study is hoped to give a better understanding about turn taking and the information about how to analyze turn taking systems and techniques in the talk show. This study can also become a reference for the next researchers who analyze turn taking. The turntaking is like the soul of conversation because it is always used in any kinds of conversation; either formal or informal. Everyone needs to pay attention in applying the turntaking in order to occur a smooth conversation. Therefore, the turntaking is an important thing to be learned by a speaker and listener.

Meanwhile practically, this study helps the speaker and listener to understand about how turntaking techniques are applied by a host in a talk show correctly. This study improves either the speaker or listener's knowledge about turntaking techniques which can be applied not only in talk show communication

but also in daily communication in order to avoid miscommunication and misunderstanding. This study also inspires the other hosts to apply turntaking techniques correctly, how to start the turn, keep the turn, and yield the turn to the others.

1.5 The scope and limitation of the study

This study analyzes turn taking techniques which occur on *The Queen Latifah Show*. Therefore, the scope of this study is discourse analysis that concerned with the discussion of the turn taking systems and techniques which are applied by Queen Latifah in her talk shows.

The Queen Latifah Show videos are easily to be found in Youtube and the number is so many. Therefore, the researcher limits the number of videos and the utterances in this talk shows which are going to be analyzed into certain episodes only. The utterances which are taken from Queen Latifah's utterances only which consist of turntaking systems and techniques on her six talk shows.