POLITENESS STRATEGIES
REFLECTED IN THE GRAHAM NORTON SHOW ON BBC ONE

Yesi Purnamasari
Liliek Soepriatmadji
Universitas Stikubank (UNISBANK) Semarang

Abstract
The study construes the types of politeness strategies reflected in the show and the factors that might influence the choice of the strategies. The theory of politeness strategies as proposed by Brown & Levinson (1987) was applied in order to analyze the data. The results indicate that the show demonstrates the application of bald on record (8), positive politeness (181), negative politeness (14), and off record strategies (6). The factors that might influence the selection of the strategies are the payoffs, which means considering the advantages in gaining satisfaction and respect from the speakers. The circumstances deal with the distance, power and ranking of imposition. The distance between the speakers is low as they are friends, or at least they come from the same background - entertainment. The host has more power as he rules the conversations. The topic discussed was not a heavy topic, so the possibility of threatening other's face might not be that significant.
Key words: *politeness strategies, talk show*.

1. Background

Language is seen as a means of communication, commonly known as written and spoken. There are various types of written communication, such as article, news item, textbook, computer-mediated communication, etc. The spoken communication can be found in such types as casual conversation, discussion, business talk, and so on. Talk-shows, news programs, and many more could be considered as spoken communication. As people live in a community, they communicate with one another by constantly making choices of what they want to say, how they want to say it, and the specific sentence types, words, and sounds that best unite the what with the how (Wardhaugh, 2006). Furthermore, choice of words in a conversation is very influential in creating the atmosphere between the participants. One of the best ways to create a good situational conversation is by being polite. A polite conversation between the participants is intended to save the hearer's face. Politeness, according to Mills (2003: 1) is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another.

Politeness, for people to save the hearer's face, must be applied and maintained in whatever type of conversation, even in a talk show. The application of politeness strategies in a talk show may help people learn how to act proportionally in a stage. In addition, they can be in depth with the politeness strategies used to communicate with other people, and learn the use of politeness a social life. Therefore, the study construes (1) the types of politeness strategies

reflected in *The Graham Norton Show* (2) the factors that might influence the choice of the strategies

2. Theoretical Framework
2.1 Language as a Means of Communication
Humans surely deal with doing communication with others every single day. They communicate with a language, the most essential tool for humans to communicate. It is the thing that people use to convey ideas, to state wants, to give information, or to ask something to other people. Language is used in almost every time communication occurs. It becomes the vehicle that people use in communicating and presenting aims that makes human language become the best means of communication (Montales, 2011).
2.2 Talk Show
Nowadays, talk show has become an attractive entertainment that people want to enjoy. It may be a TV program that provides conversation between the host and the guest star. The guest stars come from various social backgrounds depending on the issue that is being discussed in the talk show. Talk show discusses various topics in order to inform, to educate, or to entertain the viewers. It usually focuses on interviews between the hosts to the guest stars.
2.3 Politeness, Face and FTA
Politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003). Politeness strategies are evolved in order to save the hearer's "face". The term "face" refers to the respect that someone has for himself. It also maintains "self-esteem" of the person both in a public or private situation.

Face relates well to something that is emotionally invested. It can be lost, maintained, or enhanced, and must be constantly attended to in interaction. Face is something that is vulnerable. In maintaining face in communication, people cooperate within another (Brown & Levinson, 1987). They summarize that the component of face can be restated in:
- Negative face: the want of every 'competent adult member' that his actions be unimpeded by others.
- Positive face: the want of every member to be desirable to at least some others.

In the presence of others, one's face is automatically being the subject of threats. Every single utterance that people say possibly can threaten other's face. So, by utterances, a speaker can hurt, mock, and offend a hearer. They can threaten the hearer's self-esteem that may lead the situations between the speakers to change inconveniently. When it happens, the speaker performs face threatening act (FTA). On the other side, when the participant lessens the possibility of threatening another's face, it is a face saving act (FSA).
2.4 Brown and Levinson Politeness Strategies
2.4.1 On-record Strategies
Bald on record strategy is straight to the point concept. The strategies do not give effort to minimize threats to the face of the hearer. The speaker directly says what he wants to the hearer. It is the best way to avoid misunderstanding, yet it is

considered impolite because it can threat the hearer's face. Brown and Levinson (1987) assert that the best possible reason in bald-on-record usage is simply because S prefers efficiency than satisfying H's face.

2.4.2 Positive Politeness

"Positive politeness is redress directed to the addressee's positive face. Redress is partially satisfying that desire by communicating that one's own wants (or some of them) are in some respects similar to the addressee's wants" (Brown & Levinson, 1987). This strategy is, in some way imposing/forcing.

2.4.3 Negative Politeness

Negative politeness is a redressive action used to satisfy the addressee's negative face. It concerns with distance and formality.

2.4.4 Off record strategies

The defining feature of off-record politeness is ambiguity; there is more than one defensible interpretation of the utterance in context (Meyerhoff, 2006). By doing this strategy, the speaker gives the addressee the chance to freely interpret his utterances.

2.5 Factors Influencing the Choice of Politeness Strategies

1. Payoffs

Payoff is a kind of considering priority (Brown and Levinson, 1978). It means that a speaker considers the advantages that he gets by using each strategy. For instance, if a speaker uses on record, he can get an honest and direct answer and also avoids any misunderstanding. The speaker could also satisfy the hearer's positive face. Moreover, if a speaker uses negative politeness, the hearer feels that the speaker pays respect and give deference to him. He could also satisfy the hearer's negative face.

2. The Circumstances

The circumstances deal with sociological variables including the social distance (D) between speaker and hearer, the relative power (P) of speaker and hearer, and the absolute ranking of imposition (Rx) (Brown and Levinson, 1978). These variables are used to estimate the weightiness of the FTA given by the speaker. Distance deals with the frequency of interaction between speaker and hearer. Moreover, power deals with the domination of the superior over subordinate. In addition, ranking of imposition deals with the degree of interruption given in the FTA.

3. The Integration of Imposition of the Payoffs and Weighting the Risk in the Choice of Strategies.

This factor is actually the combination of the previous factors namely payoffs and circumstances (Brown and Levinson, 1978). It means that the speaker considers the payoffs of the chosen strategy and the circumstance at the same time. In short, a speaker ought to choose the appropriate strategy to use in that situation. On the other hand, he has to consider the risk for choosing that kind of strategy.

3. Methodology

This research is descriptive qualitative in nature that it only explains and describes the phenomena of politeness strategies existing in the data. The data

were taken from *"The Graham Norton Show"* TV program on BBC ONE channel, downloaded on October 15th, 2016, and were analyzed based on the theory of politeness strategies as proposed by Brown and Levinson (1987). This episode was hosted by Graham Norton featuring Justin Timberlake, Anna Kendrick, Daniel Radcliffe, and Robbie Williams as the guest stars.

4. Findings

The results of the analysis on the types of politeness strategies could be presented in table 4.1 below:

Table 4.1: Types of politeness strategies

No.	Types of politeness strategies	Findings	
		F	%
1.	Bald on record	8	3.8
2.	Positive politeness	181	86.6
3.	Negative politeness	14	6.7
4.	Off record	6	2.9
	Total	209	100

Table 4.1 above shows that the most frequent strategies used are positive politeness strategies. Meanwhile, the most infrequent strategies used are off record strategies.

Bald On Record

The use of bald on record strategies is seen in greeting and offering. Greeting and offering are frequently said in direct expressions in order to achieve efficiency.

Example:

"Oh, halo Daniel, good to see you." (Graham Norton, excerpt 1)

Graham Norton frankly said a warm welcome that we can see from the expression *'Good to see you'.* He did not enlarge it to a complicated saying to arrive at his aim. It was straight and clear.

Positive Politeness

Positive politeness strategies were reflected in different sub types of strategies. They are as follows:

Notice; Attend to H (His Interests, Wants, Needs, Goods)

"Did you just do some physical comedy?" (Anna Kendrick, excerpt 4)

Excerpt 4 reflects that Anna Kendrick noticed that Justin Timberlake was doing some physical comedy while entering the studio. She fulfilled his wants to be watched along his way.

Seek Agreement (Repetition)

"We're all aspire" (Graham Norton, excerpt 41)

The example '*We're all aspire'* shows the congruity of Graham Norton to Justin Timberlake's statement '*These are people that aspire to be dancers.'* By repeating the answer, they might emphasize their interest towards the hearer and show that they listen carefully to them.

Avoid Disagreement (Token Agreement)

"The pencil toppers once yes, but there were other types of Trolls too." (Justin Timberlake, excerpt 29)

This shows that Justin Timberlake is pretending to agree or appearing to agree with Graham Norton. It can be concluded by seeing the expression *'yes, but'*. Instead of saying a frank *'no'*, he chooses to disguise the real desire of him.

Avoid Disagreement (Hedging Opinions)

"...then the movie get sort of progressively weird from that" (Daniel Radcliffe, excerpt 79)

Actually, the benefit of the use of hedges in the talk show is almost the same, to blur one's opinion to seem euphemistic or enlighten one's risky opinion.

Personal – Center Switch

"...you know the movie ended and he trolls again." (Justin Timberlake, excerpt 40)

Personal – center switch is often marked by the use of the expression *'you know'*. It is a kind of strategy that considers as if H knew what S had already known.

Small Talk

"What's in your garage now?" (Graham Norton, excerpt 53)

We can say that it was a small talk by seeing Graham's response *'She remembered, well done.'* He did not really want to know what in her garage was; he just wanted to do some interlude.

Joke

"Nobody liked that" (Anna Kendrick, excerpt 5)

The above two examples show that the speakers tell jokes. Joke is putting other people at ease with no hard feelings. Jokes created to make people laugh. Anna Kendrick was jokingly told Justin Timberlake about the audience's response to his physical comedy.

Be Optimistic

"You will definitely come and visit it" (Robbie Williams, excerpt 98)

The word 'will' emphasizes the optimism in the statement. It shows the belief of the speaker that their interlocutors share the mutual interests and will obtain them.

Include Both S and H in the Activity

"Yeah let's do one more" (i.e. *you*) (Justin Timberlake, excerpt 34)

The above example shows the use of *'let's'* form indicates cooperative assumption and thereby redress FTA. In excerpt 34, whom Justin Timberlake means, was Anna Kendrick when he was having music sessions with her.

Give or Ask for Reason

"Can you get me the right direction because I'm having like 50:50 dyslexia." (Justin Timberlake, excerpt 25)

Give or ask for reason is another type of strategies that include H in the activity. By giving a reason, S can see if H wants S' wants.

Give Gifts to H (Goods, Sympathy, Understanding, Cooperation)

"Oh, he needs a second. Stop the music." (Graham Norton, excerpt 52)

This exceprt indicates an understanding and a cooperation of Graham Norton to the hearer. He gave an understanding of what they need before they show their dance moves.

Negative Politeness

Question, Hedge

"Do you mind if we show the pic of you with him?" (Graham Norton, excerpt 35)

Statement 35 shows that the speaker (Graham Norton) does not presume whether Justin Timberlake would agree or not if he just shows the picture of him and his child.

Apologize

"...but it does still feel weird and horrible to say that stuff so I sort of found myself going out to people in between takes and I'm so sorry" (Daniel Radcliffe, excerpt 61)

Statement 61 is the type of admit the impingement apology. Daniel Radcliffe, as the speaker, simply admits that he is imping on H's face.

Off Record

Be Ironic

"Is this a musical? Yeah, it's actually very similar to Trolls." (Daniel Radcliffe, excerpt 58)

Seeing excerpt 58 clueless may not make us to think that it is an irony. But it is, in fact, an irony. Daniel Radcliffe ironically answered that Imperium was a musical movie after he explained the synopsis of Imperium just a second before Justin Timberlake asked if it was a musical. We can see it from the quotation *'Yeah it's based on the experiences of a real FBI agent...'* It is crystal clear that this is an action movie based on the experienced of an FBI agent; it does not even close to any musical thing.

Be Ambiguous

"I mean that's the best things that we can all go home after" (Daniel Radcliffe, excerpt 96)

We cannot say what the intention of Daniel Radcliffe is, because it is an ambiguity. It is based on personal interpretation. He does not give effort to the speaker to clearly state his purpose. The expressions used are left unclear.

Reason of the Choosing of Politeness Strategies

Payoffs

In the talk show, the speaker considers the payoffs of each strategy. For instance, when a speaker chooses Bald on Record strategy, he actually conceives the advantages of using the strategy. He realizes that he can get direct answer / reaction and avoid misunderstanding. Especially when a speaker wants other to do something, he directly says his intention.

"Can we get like it 50:50? Can we get it like side by side?" (Justin Timberlake, excerpt 23)

This example explains to us when Justin Timberlake asked the crew to edit his picture. He said his assistance explicitly to avoid a wrong understanding. By saying it straightaway, he can get his needs and efficiency at the same time.

In doing positive politeness strategy, the speakers consider the hearer's positive face by paying attention to them, giving appreciation, interest, understanding and also sympathy.

"Did you just do some physical comedy?" (Anna Kendrick, excerpt 4 – notice, attend to H)

Excerpt 4 shows that Anna Kendrick realizes the need of Justin Timberlake to be noticed. It seems to make her aware of Justin Timberlake's existence; his actions, his words, and his expressions.

In addition, when the speakers use negative politeness strategies, they tend to consider minimizing the imposition towards another. Then, they used question, hedge, and apologize to show respect and not appear so rude to the hearer.

"Do you mind if we show the pic of you with him?" (Graham Norton, excerpt 35 – question, hedge)

This describes Graham Norton concerns with respect and formality. He did not overstep the respect to Justin Timberlake in case he did not approve his son's picture to be displayed in the talk show.

Eventually, when they use off record strategy, especially the use of be ironic and be ambiguous, they realize that it might lessen the risk of threatening the hearer's face and avoid the responsibility of potentially face-damaging interpretation.

"Is this a musical? Yeah, it's actually very similar to Trolls." (Daniel Radcliffe, excerpt 58 – be ironic)

Excerpt 58 explains that Daniel Radcliffe ironically said the opposite of what he meant. He indirectly conveyed his intended meaning about his movie.

The Circumstances.

When talking to each other, they consider the low distance between them because they are close friends. That is the reason why many strategies that indicate closeness and intimacy are found such as personal – centre switch, small talk, joke, include both S and H in the activity, and give or ask for reason.

"Nobody liked that" (Anna Kendrick, excerpt 5 – joke)

The use of jokes which include both S and H in the conversation are commonly used by those who are friends and have close relationships. It would be awkward and unfamiliar to express it to a stranger or someone you do not know well.

Moreover, seeing from the power and role-set in the talk show, the host has higher power than the guests because he is the leader of the conversation. He is the one who manages the topic and keeps the ball rolling. In return, he can use any strategy he wants. This proves that he has more power than other speakers.

"And also Imperium, let's talk about Imperium." (Graham Norton, excerpt 56 – include both S and H in the activity)

In addition, from the ranking of imposition, the topic discussed in the talk show was not a heavy or sensitive topic. They were just talking about the guests' movies and album that were soon to be released. So, the possibility to threat other's face might not be that significant.

5. Conclusions

The politeness strategies reflected in the data cover the four types of politeness strategies: bald on record, positive politeness, negative politeness, and off record. The use of bald on record strategies reaches 8 frequencies (3.8%). Positive politeness strategies are reflected in 181 frequencies (86.6%). Negative politeness strategies were reflected in 14 frequencies (6.7%). Off record strategies are reflected in 6 frequencies (2.9%). The results may mean that the most frequent strategies used is positive politeness strategies, while the most infrequent strategies applied in the talk show are off record strategies. The dominant usage of

positive politeness strategy implies that the speakers tend to have a good relationship and interact in an intimate and pleasing conversation.

The second conclusion of this research is the reason for the selection of politeness strategies. There are two reasons found as the consideration of the choice of strategies by the speakers. They are the payoffs and the circumstances between the speakers. The payoffs deal with the advantage of using each strategy, such as: the use of positive politeness strategy gives advantages in a form of a friendly and intimate atmosphere. For example, *"Now I talk about that one because I heard you talking on a show where you met Donald Trump."* (Graham Norton, excerpt 68 – give or ask for reason). As positive politeness strategies usage dominate the conversation, it is believed that positive politeness strategies can build some familiar and informal situation between speaker and hearer. The sub types of positive politeness strategies used indicate closeness and hospitality between the speakers. The use of jokes is often found in order to break the inflexibility and decompress the formal impression in their conversation.

The second reason is the circumstances between the speakers. It relates to the social variable: the distance, power and ranking of imposition between the speakers. The distance between the speakers is indicated low. Because they are close friends, or at least they come from the same background, an entertainer, so they share the same knowledge about their world. Example: *"Nobody liked that"* (Anna Kendrick, excerpt 5 – joke). The use of jokes commonly indicates closeness between the speakers. In addition, seeing from the power in the talk show, the host has higher power than his guests because he leads the conversation. Example: *"And also Imperium, let's talk about Imperium."* (Graham Norton, excerpt 57 – include both S and H in the activity). Moreover, from the ranking of imposition, the topic being discussed in the talk show was not a heavy or sensitive topic. So, the possibility of FTA occurrence might not be that significant.

REFERENCES
Anonymous. *Types of talk show*. *http://www.ehow.com/about_7227990_types-talk-shows.html*. Accessed on April 7th 2016.
Brown, P., Levinson S.C. 1987. *Politeness: some universals in language usage*. the Press Syndicate of the University of Cambridge. Cambridge.
Carnel, Jane. 2012. Aspects of Talk Show Interaction: The Jonathan Ross Show and The Tonight Show with Jay Leno. *Master dissertation.* Faculty of Arts and Philosophy English Linguistics Department. Gent, Belgia.
Goffman, Erving. 1967. *Interaction Ritual: Essays in Face to Face Behavior.* Anchor Books. New York.
Holstein, J.A., Gubrium, J.F. 2002. *Qualitative Research*. *http://www.encyclopedia.com/topic/Qualitative_research.aspx*. Accessed on April 20th 2016.
Holtgraves, T. 2002. *Language as social action: social psychology and language use.* Lawrence Erlbaum Associates, Inc. Mahwah, New Jersey.
Kirk, J., & Miller, M. L. (1986). *Reliability and Validity in Qualitative Research*. Sage Publications. Beverly Hills.

Llamas, C., Mullany, L., and Stockwell, P. 2007. *The Routledge companion to sociolinguistics*. Routledge. Madison Ave, New York.

Meyerhoff, M. 2006. *Introducing sociolinguistics.* Routledge. Madison Ave, New York.

Mills, Sara. 2003. *Gender and Politeness*. Cambridge University Press. Cambridge.

Montales, X. 2011. *Language and Communication.* http://www.encyclopedia.com/topic/Qualitative_research.aspx. Accessed on 27th April 2016.

Navid, S., and friends. 2013. *Talk shows*. http://www.slideshare.net/xxaqib/talk-shows-16291269. Accessed on April 7th 2016.

Pangestuti, W. 2015. Politeness Strategies Used By Deddy Corbuzier In Interviewing Entertainer And Non-entertainer In Hitam Putih Talk Show. *Tesis.* Faculty of Humanities Diponegoro University. Semarang.

Putri, A.A. 2013. Analysis Of Politeness Strategies Used In Oprah Winfrey's Talk Show With Ricky Martin As Guest Star. *Tesis.* English Department Faculty Of Letters Udayana University. Bali.

Wardhaugh, R. 2006. *An Introduction to Sociolinguistics fifth edition*. Edisi 5, Blackwell Publishing. Australia.