

**EXPLORING POLITENESS MAXIMS IN ‘THE ELLEN SHOW’:
TAYLOR SWIFT’S INTERVIEW WITH ELLEN**

THESIS

By:

Fenti Agustiningrum

NIM 16320095



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
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MALANG
2020**

STATEMENT OF AUTHORSHIP

Hereby, I state that the thesis entitled “**Exploring Politeness Maxims in 'The Ellen Show': Taylor Swift's Interview with Ellen**” is my original work. I do not include any text passages, or other materials previously written or published by another source, except those ones that are cited as references, acknowledged and written in the bibliography. Due to the fact, if there is an objection or claim, I am the only person who will be responsible for that.

Malang, 27 December 2020

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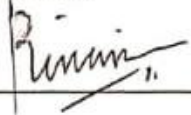
has been approved by the Board of Examiner as the requirement for the degree of Sarjana Sastra (S.S.) in Department of English Literature.

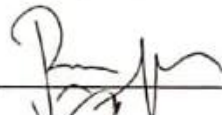
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MOTTO

”Nothing will be heavier on the Day of Resurrection in the Scale of the believer than good manners. Allah hates one who utters foul or coarse language.”

(Hadits Tirmidhi)

DEDICATION

This thesis is dedicated to my beloved parents, Mr. Yuniarto and Mrs. Nanik Indayati, who have been my pillars of strength throughout the process of working on this thesis. My parents have consistently provided me with moral support, inspiration, and served as unwavering role models, never allowing me to give up.

ACKNOWLEDGMENT

In the name of Allah, the Most Gracious, the Most Merciful.

All praise and gratitude are due to Allah (SWT), the Lord of all worlds. The researcher acknowledges and thanks Allah (SWT) for His grace and guidance, which enabled the completion of this thesis. May Allah's blessings and peace be upon our beloved Prophet Muhammad (SAW), the greatest figure who has guided us from darkness to the right path (Islam).

This thesis would not have been possible without the contributions and support from various individuals and institutions. The researcher would like to express deep gratitude to her advisor, Dr. Agwin Degaf, M.A., for his invaluable guidance, advice, and support throughout this journey. Special thanks to Dr. Hj. Syafiyah, M.A., the Dean of the Faculty of Humanities, for providing the necessary facilities and infrastructure that facilitated smooth learning and studying at this faculty. Appreciation is also extended to Rina Sari, M.Pd, the Head of the English and Letters Department, and all the lecturers of the Department of English Literature.

Heartfelt gratitude goes to the researcher's parents, extended family, and loved ones for their endless love, care, compassion, eternal prayers, and guidance. To all the close friends who have provided unwavering support in every situation and condition, and who have been there through the ups and downs of completing this thesis, the researcher expresses deep appreciation. A special thank you is extended to all friends in the English Department of 2016 for the memorable experiences shared. To all friends who have assisted in completing this thesis, thank you for everything. May Allah bless and reward everyone for their kindness.

Lastly, this thesis is dedicated to the beloved sisters and friends who have always been the researcher's support system. This work would not have been possible without the help and support of each and every one of them. Therefore, the researcher acknowledges that this thesis may not be perfect without the constructive suggestions from all the readers.

May Allah accept this humble effort and make it beneficial for others. Ameen.

Malang, 25 December 2020

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ABSTRACT

Agustiningrum, Fenti. (2020). "Exploring Politeness Maxims in 'The Ellen Show': Taylor Swift's Interview with Ellen." Undergraduate Thesis. English Literature Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Agwin Degaf, M.A.

Keywords: *politeness, maxim of politeness, talk show.*

Every utterance possesses its own set of maxims, and it is crucial for each maxim to embody politeness in order to effectively convey its value to the audience. Applying these maxims in live interactions becomes essential. To ensure clarity and comprehensibility, this research seeks to provide evidence supporting its claims. Specifically, it focuses on analyzing the maxim of politeness and violations of the maxim of politeness in the episode of Taylor Swift's Full Interview with Ellen on The Ellen Show. The data for this study were obtained from conversations between Ellen, the host, and Taylor Swift, the guest star, sourced from the website <https://www.youtube.com/watch?v=on4bHNdUm-I>. The research follows a descriptive qualitative approach, aiming to identify the types of maxims of politeness and violations of the maxim of politeness, as well as to explain the reasons behind the use of specific politeness maxims by both Ellen and Taylor Swift. Document analysis, coupled with note-taking, served as the primary data collection technique. Conversations within the talk show program, The Ellen Show, were examined to identify instances of politeness and breaches of politeness in speech acts. The data analysis employed an inductive approach, moving from specific instances to general patterns. Qualitative research methods, including observation and interpretation, were utilized to analyze the types and functions of figures of speech present. The theoretical framework employed for data analysis was Leech's (1993) theory of politeness maxims and violations of politeness maxims. The findings of this study revealed that the most frequently observed maxim of politeness was the maxim of agreement, which accounted for 42 instances of speech. Conversely, the most common violation of a politeness maxim was the violation of the maxim of agreement, comprising 12 occurrences.

ABSTRAK

Agustiningrum, Fenti. (2020). "Eksplorasi Prinsip Kesantunan dalam 'The Ellen Show': Wawancara Taylor Swift dengan Ellen." Skripsi Sarjana. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Agwin Degaf, M.A.

Kata Kunci: *kesopanan, maksim kesopanan, talk show.*

Dalam setiap perkataan di dalam dunia ini harus memiliki maksim dengan caranya sendiri, tetapi setiap maksim harus memiliki kesopanan santunan untuk menyampaikan nilai kepada pendengar dan perlu diterapkan ke dalam hidup. Untuk membuat pernyataan tersebut dapat dengan jelas dipahami, peneliti mencari beberapa bukti dalam penelitian ini. Penelitian ini merupakan penelitian tentang *Maksim Kesopanan-santunan* dan *Pelanggaran Maksim Kesopanan* pada *Ellen Show* episode *Taylor Swift's Full Interview with Ellen*. Data dari penelitian ini berupa hasil percakapan Ellen sebagai pembawa acara dan Taylor Swift sebagai bintang tamu yang diperoleh dari situs <https://www.youtube.com/watch?v=on4bHNdUm-I>. Jenis penelitian ini adalah penelitian deskriptif kualitatif yang bertujuan untuk menemukan jenis-jenis *maksim kesopanan* dan *pelanggaran maksim kesopanan itu sendiri* serta menjelaskan alasan penggunaan *maksim kesopanan* yang digunakan oleh Ellen dan Taylor Swift. Dalam mengumpulkan data, peneliti menggunakan analisis dokumen dengan membuat catatan sebagai teknik mengumpulkan data. Peneliti mengoleksi data pada percakapan yang mengindikasikan kesopanan santunan dan ketidaksopanan pada *percakapan* dari program *talk show* yang dibawakan oleh Ellen yaitu *The Ellen Show* dan dalam menganalisis data metode yang digunakan yaitu analisis induksi, yang mana dari spesifik ke umum. Dalam penelitian kualitatif ini, penulis menggunakan metode observasi dan interpretasi dalam menganalisis tipe dan fungsi dari ungkapan-ungkapan yang dikeluarkan dalam percakapan mereka. Teori yang digunakan untuk menganalisis data tersebut adalah teori *maksim kesopanan* milik Leech (1993) dan *pelanggaran maksim kesopanan*. Berdasarkan data yang diperoleh, hasil dari penelitian ini menunjukkan bahwa *maksim kesopanan* yang paling banyak ditemukan adalah *maksim kesopanan* dan *maksim kesopanan* berjumlah 42 pasang kalimat, sedangkan untuk *pelanggaran maksim kesopanan* adalah 12 kata

ملخص

أغوستينغرام، فينتي. (2020). "استكشاف مبادئ اللباقة في برنامج 'ذا إلين شو': مقابلة تايلور سويفت مع إيلين". رسالة بكالوريوس. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة إسلامية نيغري مولانا مالك إبراهيم مالانج. المشرف: الدكتور أجوين ديغاف، م. أ.

الكلمات الرئيسية: اللباقة، مبادئ اللباقة، برنامج حوار

في كل كلمة في هذا العالم يجب أن تحتوي على مبدأ خاص بها، ولكن يجب أن يتضمن كل مبدأ مبدأ الأدب لنقل قيمته للمستمعين ويجب تطبيق ذلك في الحياة. لجعل البيانات واضحة بما فيه الكفاية ليتسنى فهمها، قام الباحث بجمع بعض الأدلة في هذا البحث. هذا البحث هو دراسة لمبدأ الأدب وانتهاكات مبدأ الأدب في حلقة Ellen Show لمقابلة تايلور سويفت الكاملة مع إيلين. تتمثل بيانات هذا البحث في نتائج المحادثات بين إيلين بصفتها المضيفة وتايلور سويفت بصفتها الضيفة التي تم الحصول عليها من الموقع <https://www.youtube.com/watch?v=on4bHNdUm-I>. هذه الدراسة هي دراسة وصفية تاريخية تهدف إلى تحديد أنواع مبدأ الأدب وانتهاكات مبدأ الأدب، ووصف الأسباب التي تستخدم بها مبدأ الأدب من قبل إيلين وتايلور سويفت. في جمع البيانات، استخدم الباحث تحليل المستندات من خلال اتخاذ الملاحظات كأسلوب لجمع البيانات. جمع الباحث بيانات عن المحادثات التي تشير إلى الأدب وانتهاكات الأفعال اللفظية من برنامج حوار تقديم إيلين بعنوان The Ellen Show وفي تحليل البيانات تم استخدام تحليل استنباطي، والذي ينطلق من النماذج الفردية إلى النماذج العامة. في هذا البحث، استخدمت الأبحاث النوعية المراقبة والتفسير لتحليل أنواع ووظائف الأشكال اللفظية. النظريات المستخدمة لتحليل البيانات هي نظرية مبدأ الأدب لليتش (1993) وانتهاكات مبدأ الأدب. استناداً إلى البيانات المحصلة، فإن نتائج هذه الدراسة تشير إلى أن المبدأ الأكثر شيوعاً هو مبدأ الاتفاق لمبدأ الأدب بنسبة 42 زوجاً من الكلمات، بينما لانتهاك مبدأ الاتفاق كان هناك انتهاك لمبدأ الاتفاق في 12 كلمة.

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CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, research questions, objectives of the study, significance of the study, scope and limitations, definition of key terms, and previous studies related to this research. Furthermore, this chapter also provides a detailed explanation of the research method. The method comprises the research design, research instrument, and data source. The final information in this chapter pertains to data collection and data analysis.

A. Background of the Study

In the current era of globalization, social media, including YouTube, has become an inescapable part of people's lives. YouTube, as a popular video-sharing website, offers a wide range of content, from daily activities, news, and films to talk shows and more. Consequently, individuals are influenced by the behavior and speech acts of the video creators they watch on YouTube. The language used in these conversations and shows holds significance as it must adhere to principles of politeness, considering the public nature of these videos. Politeness can be seen as a manifestation of broader ethical principles and correct behavior (Grundy, 2000: 146). Politeness values are not inherent but are developed through socialization and the social and cultural construction and history of a nation. Norms and conventions of courtesy serve to regulate cooperative behavior in conversations.

Language plays a crucial role in social interaction, particularly in conversations, and is considered a cultural product. Language is bound by its own

rules, often referred to as norms. Gunawan (2007: 164) asserts that language, with its ethical considerations of not hurting the feelings of speakers, is a fundamental aspect of people's culture. However, in today's world, many language users often disregard communication principles, either intentionally or unintentionally. This can result in unclear speech intentions and cause offense or hurt among the audience, violating the principle of politeness and giving rise to impoliteness. Speech acts play a vital role in pragmatics and form the basis for analyzing related topics such as presupposition, participation, conversational implicature, the principle of cooperation, and politeness.

Yule (1996: 60) suggests that politeness serves as a way for speakers to express their desires using special methods not commonly used in everyday language. Generally, individuals behave in line with their self-image or public face, which refers to the emotional and social desires for recognition and respect. Grice (1975) argues that politeness plays an essential role in conversations, serving to prevent misunderstandings. Politeness also plays a part in the dimension of formality. Holmes (1992) states that the appropriate way to speak to others depends on the role and the context, particularly in informal situations.

Politeness maxim refers to behaviors that demonstrate positive concern for others. The theory explains how individuals compensate for potential face-threatening acts (FTA) to the addressee. Politeness entails refinement in both language and behavior. According to Brown and Levinson's theory (1978: 61), two main types of faces, positive and negative, are universally recognized in human culture. A negative face represents an individual's desire to act without

hindrance from others, while a positive face refers to an individual's desire for others' wants to be recognized. Politeness can also be understood as a means to create social distance between speakers, facilitating closer relationships. Politeness in language can be observed through word choice, tone, intonation, and sentence structure, while in behavior, it can be seen through expressions, attitudes, and body movements.

Leech (1983: 130) suggests that politeness minimizes the potential for disrespectful behavior in social interactions, preventing harm to others. Leech further states that politeness is asymmetrical as it depends on the speaker's actions. Leech (1983: 132) outlines six maxims of politeness: (a) the maxim of tact, (b) the maxim of generosity, (c) the maxim of approbation, (d) the maxim of modesty, (e) the maxim of agreement, and (f) the maxim of sympathy. Additionally, Brown and Levinson (1987) describe four politeness strategies: bald on record, positive politeness, negative politeness, and off-record strategy. These principles and strategies of politeness are observed in various social interactions, including conversations in daily activities, films, talk shows, and other conversational settings.

Among the plethora of shows available on YouTube, talk shows stand out as particularly captivating programs to watch. Talk shows are television or radio programs where individuals or groups come together to engage in discussions on various topics, facilitated by a moderator, in a relaxed yet serious atmosphere. These talk shows involve extensive conversations, often encompassing a wide range of speech acts that can exhibit principles of politeness or immodesty. An

example of a renowned English-language talk show is The Ellen Show, hosted by comedian/actress Ellen DeGeneres, which has been on the air since 2003. The Ellen Show features entertaining talk show episodes with celebrities or inspirational figures, including volunteers, dedicated fans, generous individuals, talented personalities, or popular social media influencers known for their kindness. During the show, Ellen incorporates humor and jokes that bring laughter to the audience.

In this research, the objective is to identify the types of politeness strategies employed by participants during conversations on talk shows available on YouTube. Talk show programs typically involve one or more individuals discussing specific topics under the guidance of a presenter. The guests invited to these shows either possess direct experience related to the discussed event or topic, or they are experts in the subject matter. This study focuses on observing and analyzing the use of politeness strategies in an American talk show called The Ellen Show, specifically analyzing the episode titled "Taylor Swift's Full Interview with Ellen" on YouTube. The researcher has chosen to analyze this particular episode due to Taylor Swift's immense popularity as an American singer, whose talent and self-written songs have mesmerized people worldwide.

The researcher utilizes four strategies to analyze the utterances produced by Ellen and the speakers on The Ellen Show, categorizing the types of strategies used. Additionally, the study incorporates Brown and Levinson's theory (1987) to analyze the factors influencing the selection of politeness strategies, considering both the outcomes of the politeness strategy and sociological variables.

The concept of Politeness Maxims has been a subject of interest in previous studies as well. Augustine's (2013) thesis explores the Principles of Politeness in Margaret Thatcher's Political Meeting, while Oktorio (2015) analyzes the types of politeness strategies employed by the four main characters in a film and examines the factors influencing their use. Another study conducted by Gloria (2016) focuses on the analysis of politeness strategies in a novel. Rahastri (2017) aims to analyze the application of politeness maxims in *The Ellen Show*, and Rabab'ah et al. (2019) investigates the positive politeness strategies used by guests on the *Oprah Winfrey Talk Show*, while also considering the speaker's ethnic background. The topic of politeness research has garnered significant scientific attention, particularly in the last three decades (Adedimeji and Babatunde, 2000: 4).

What sets this research apart from other studies on politeness is the chosen object and domain of investigation. While many courtesy studies focus on the usage of politeness strategies in films or novels, this research examines the types of politeness maxims adhered to or violated by speakers in daily conversations as presented in talk shows. Although there have been studies on politeness in talk shows, such as Rahastri's (2017) work, this topic remains relatively unexplored. The aim is to uncover the types of politeness maxims and instances where speakers deviate from these maxims during talk show conversations. Polite speech contributes to one's peace of mind, emphasizing the importance of understanding politeness maxims, particularly given the diminishing level of politeness observed in contemporary language use on social media platforms.

B. Research Questions

In order to ensure a clear and focused analysis, it is crucial to formulate specific research questions that address the research problem. For this study, the following research questions have been identified:

1. What types of politeness maxims are employed by Ellen and Taylor Swift in "The Ellen Show: Taylor Swift's Full Interview with Ellen" talk show?
2. What are the reasons behind the utilization of politeness maxims by Ellen and Taylor Swift in "The Ellen Show: Taylor Swift's Full Interview with Ellen" talk show?
3. What instances of maxims violations in politeness can be observed in "The Ellen Show: Taylor Swift's Full Interview with Ellen" talk show?

These research questions aim to provide a comprehensive understanding of the types of politeness maxims used by Ellen and Taylor Swift in their conversation, explore the underlying motivations for employing these maxims, and identify any instances where violations of politeness maxims occur within the talk show. By addressing these research questions, the study will shed light on the specific use of politeness strategies and their potential impact on communication dynamics in the given context.

C. Objectives of the Study

Based on the research questions outlined above, the objectives of the study are as follows:

1. To identify and analyze the types of politeness maxims utilized by Ellen and Taylor Swift in "The Ellen Show: Taylor Swift's Full Interview with Ellen" talk

show.

2. To explore and understand the underlying reasons behind the use of politeness maxims by Ellen and Taylor Swift in "The Ellen Show: Taylor Swift's Full Interview with Ellen" talk show.

3. To examine and document instances of violations of politeness maxims in "The Ellen Show: Taylor Swift's Full Interview with Ellen" talk show.

By achieving these objectives, the study aims to provide a comprehensive analysis of the types of politeness maxims employed by Ellen and Taylor Swift, gain insights into the motivations driving their use of these maxims, and identify any occurrences where violations of politeness maxims occur during the talk show. Through these objectives, the study seeks to enhance our understanding of politeness strategies and their implications for communication dynamics within the specific context of "The Ellen Show: Taylor Swift's Full Interview with Ellen."

D. Significance of the Study

This research holds several key significances. Firstly, it offers a fresh perspective on the complexity of meaning in utterances, particularly in relation to politeness maxims and their violations. By exploring these aspects, the study contributes to a deeper understanding of how language use can convey multiple meanings beyond the surface level. It highlights the importance of considering diverse interpretations of speakers' utterances based on their backgrounds and contexts. This broader understanding can enhance readers' open-mindedness

towards linguistic content and meaning, extending beyond conventional literary interpretations.

The study also holds theoretical significance by expanding knowledge in the field of politeness maxims. It encourages academics and researchers to explore the intricacies of speech acts, specifically in relation to the politeness maxims observed in mass media programs. By shedding light on these aspects, the research serves as a valuable reference for individuals interested in studying politeness maxims and their application in various communication contexts.

Furthermore, this research has practical implications by making an academic contribution to the knowledge base surrounding politeness maxims. It enriches the understanding of lecturers and students, allowing for meaningful discussions and deeper exploration of the topic. This contribution can be directly integrated into academic settings, fostering conversations between students and teachers to analyze real-life examples of politeness maxims and their evidence in societal interactions, particularly within the media landscape.

Overall, this research significantly contributes to the understanding of politeness maxims and their implications in communication. It offers insights that can enhance both theoretical perspectives and practical applications within academic and social contexts. By delving into the intricacies of politeness in language use, this study broadens perspectives and facilitates a deeper comprehension of the multifaceted nature of human communication.

E. Scope and Limitation

To ensure clarity and focus, it is important to establish the scope and

limitations of the study. In this research, the analysis is limited to the conversation between the talk show host, Ellen DeGeneres, and her guest, the renowned artist and singer Taylor Swift. The aim is to analyze the utilization of politeness maxims in their interaction during the interview session on The Ellen Show.

The study specifically focuses on the application of the politeness maxims based on Leech's principle of courtesy, as observed in the strategies employed in the conversation between Ellen DeGeneres and the guest stars on the talk show. The research draws on theoretical insights from politeness studies, specifically centered around the Maxim of Politeness. The analysis primarily considers verbal politeness and does not encompass non-verbal aspects, as the focus is primarily on the spoken language and communication acts.

The scope of the study includes the examination of the utterances made by both Ellen DeGeneres and Taylor Swift during the interview session on The Ellen Show, which has been made available on YouTube. The specific interview session being analyzed spans a duration of 18 minutes, and the researcher focuses on dissecting their conversation within this timeframe.

It is important to note that while this research provides valuable insights into the use of politeness maxims in a specific talk show interview, it does have limitations. The analysis is restricted to the conversation between Ellen DeGeneres and Taylor Swift within the selected interview session, and does not encompass other episodes or interactions on The Ellen Show. Additionally, the study solely examines the spoken language and communication dynamics, without including a comprehensive analysis of non-verbal cues or broader contextual factors that may

influence the communication process.

F. Definition of Key Terms

To ensure clarity and understanding, key terms frequently used in this research will be defined:

1. The Ellen Show: It refers to a popular television talk show hosted by comedian/actress Ellen DeGeneres. The show has been on air since 2003 and features entertaining talk show episodes with various guests, including celebrities, inspirational figures, volunteers, dedicated fans, generous individuals, and talented personalities. The focus of this research is on a specific episode where Ellen DeGeneres interviews Taylor Swift, a globally recognized female pop singer.

2. Maxim of Politeness: This term refers to a principle or guideline encompassing good manners and respect for the feelings of others. In the context of this research, the focus is on how the maxim of politeness is manifested through the speakers' utterances and serves as evidence of their communication behaviors in real-life conversations.

By providing clear definitions for these key terms, readers can better understand the specific elements and context under investigation in the research.

G. Previous Studies

The term "politeness" has been a captivating subject for numerous researchers, and several previous studies have contributed to the research material of this study. These studies have provided insights into analyzing the use of

politeness maxims by Ellen and her interviewees on her TV talk show, which is available on the YouTube channel.

The first previous study by Setyawan (2013) titled "Principles of Impoliteness and Politeness in Margaret Thatcher's Political Meeting in The Iron Lady Film" focuses on describing the types of impoliteness and politeness principles employed by Margaret Thatcher in the film "The Iron Lady." The study employs a competent, free listening method to analyze Margaret Thatcher's conversations during a political meeting in the film. The analysis incorporates the theories of politeness by Brown and Levinson, uncovering significant linguistic facts related to the use of impoliteness and politeness in the film.

Another previous study by Oktorio (2015) entitled "The Study of Politeness Strategies Used by the Four Main Characters of Yes Man" analyzes the types of politeness strategies utilized by the four main characters in the film "Yes Man." The research examines the factors influencing the characters' choices in employing politeness strategies, drawing on Brown and Levinson's theory of politeness strategies and the sociological variables of social distance, relative power, and rank of imposition. Through document analysis of the film's script, the study reveals the extensive use of politeness strategies by the main characters, influenced by the anticipated advantages and sociological variables.

Gloria (2016) conducted a study titled "The Use of Brown and Levinson's Politeness Strategies as Seen in Eat Pray Love by Elizabeth Gilbert." In contrast to Oktorio's film analysis, Gloria's research focuses on analyzing the politeness strategies employed in a novel. The study explores how the novel's main characters

employ politeness strategies and the factors influencing their choices. Utilizing Brown and Levinson's politeness strategy theory and Holmes' theory on influencing factors, Gloria employs document analysis and discourse analysis methods to examine the socio-pragmatic aspects of the novel. The analysis reveals that all five main characters in the novel apply politeness strategies proposed by Brown and Levinson, with positive politeness being the most frequently employed strategy.

Rahastri (2017) conducted a study analyzing politeness strategies in the talk show "The Ellen Show." The research specifically focused on the interaction between the host, Ellen, and two U.S. politicians who served as guest stars on the show. By employing discourse analysis as a qualitative research method, the study analyzed the utterances produced by Ellen and the politicians, using video footage and transcripts from the talk show. The study revealed that Ellen and the U.S. politicians employed almost all politeness strategies proposed by Brown and Levinson, influenced by payoffs and sociological variables such as social distance and rank of imposition.

Additionally, Rabab'ah et al. (2019) conducted a research paper that analyzed the positive politeness strategies employed by Oprah Winfrey and her guests on the Oprah Winfrey Talk Show. The study also investigated the effect of the speaker's ethnic background on the usage of positive politeness strategies by analyzing interviews involving African-American and Caucasian guests. Based on Brown and Levinson's politeness framework, the research findings indicated that both Oprah and her guests utilized positive politeness strategies to avoid face-

threatening situations. The data also revealed that Oprah and her Caucasian guests employed positive politeness strategies more frequently than African-Americans.

The aforementioned previous studies have provided valuable insights into politeness research. However, they have not fully explored the compliance and violation of politeness principles in everyday conversation situations, such as those occurring in talk shows. Most previous studies have focused on cross-cultural politics. Therefore, further research on politeness is warranted. This topic is intriguing and has garnered considerable scientific attention over the past three decades (Adedimeji and Babatunde, 2000: 4). As previously mentioned, there is a scarcity of research specifically investigating politeness in talk shows, making it an area that warrants further exploration. The current study aims to delve deeper into the analysis of politeness maxims and violations in the context of a talk show, providing a more comprehensive understanding of these dynamics. Additionally, the study aims to offer detailed explanations regarding the reasons behind the speakers' decisions to employ politeness maxims.

The use of language in "The Ellen Show" talk show presents an interesting area of study, particularly in relation to politeness maxims. The examination of politeness maximization and violations within the communication process of the talk show becomes crucial. Maximization of politeness occurs when the host, Ellen DeGeneres, chooses her words carefully, ensuring that they do not hurt the feelings of the interviewees and creating a comfortable environment during the interview. The selection of appropriate words is intentional, aiming to avoid offense and maintain a positive atmosphere. The social status relationship between

Ellen and the interviewees also influences the utilization of polite language.

Moreover, the study finds interest not only in the implementation of politeness maxims but also in their violations. Violations of politeness maxims occur when the host poses critical questions or uses poorly chosen words that make the interviewee uncomfortable or offended. Additionally, violations can occur when Ellen makes satirical remarks intended to create a more festive atmosphere. The examination of both the implementation and violations of politeness maxims in this talk show context presents an intriguing area of research.

H. Research Method

This part explains in detail how this study is processed to be a complete study. The topic in this part discussed about the research design, data, and data source, and the steps of how the researcher collects and analyzes the data.

1. Research Design

This research adopts a descriptive qualitative research method to analyze the data. The main objective is to describe the types of politeness maxims used by Ellen and Taylor Swift in the talk show "The Ellen Show: Taylor Swift's Full Interview with Ellen." A qualitative approach is chosen as it allows for an in-depth analysis of the implementation of politeness maxims by Ellen and Taylor Swift during their interaction on the talk show. The research aims to identify and describe instances of both politeness and impoliteness in their dialogue, while also providing insights into the reasons behind the use of politeness maxims.

Qualitative research is well-suited for this study as it focuses on describing and understanding phenomena that occur naturally in real-life settings, without the

need for experimental interventions. As stated by Bogdan (1982) and cited in Stainback (1988), qualitative research derives data directly from the natural setting. In this case, the natural setting is the talk show "The Ellen Show" and the interaction between the host and the guest. The qualitative approach allows for a detailed examination of the conversation, capturing the nuances and subtleties of the language used.

By employing a descriptive qualitative research method, this study aims to provide a rich and comprehensive description of the implementation of politeness maxims by Ellen and Taylor Swift. It offers insights into the dynamics of politeness in their conversation, shedding light on the strategies and choices made by the speakers. The qualitative approach enables a deeper understanding of the use of politeness maxims in a natural and authentic communication setting, contributing to the overall knowledge and understanding of politeness in talk shows.

2. Research Instrument

The main research instrument for this study is the researcher herself, given that the research approach is qualitative in nature. Qualitative research involves direct data collection through observation and interpretation, making the researcher a crucial instrument in the research process. The researcher plays a key role in observing the interaction between Ellen and Taylor Swift, collecting data, analyzing it, and interpreting the findings to draw conclusions. Additionally, note-taking is employed as a supplementary research instrument. The researcher records every utterance containing politeness maxims and violations on paper

sheets or sticky notes. This note-taking method facilitates the organization and analysis of the data, allowing for easy grouping and categorization of the identified instances of politeness and violation. By systematically documenting the relevant utterances, the researcher can effectively analyze and interpret the data to answer the research questions. Together, the researcher's active involvement and note-taking serve as essential instruments in gathering and analyzing the data, ensuring the comprehensive examination of politeness maxims and violations in the conversation between Ellen and Taylor Swift on "The Ellen Show."

3. Data Source

The data source for this research was obtained from a video of "The Ellen Show: Taylor Swift's Full Interview with Ellen," available on the Ellen DeGeneres Show YouTube Channel. The specific video can be accessed through the following link: <https://www.youtube.com/watch?v=on4bHNdUm-I>. The duration of the video is approximately 18 minutes and 45 seconds. In the video, Ellen DeGeneres acts as the host and Taylor Swift serves as the guest star. The researcher collected data from their conversation during the interview segment. The researcher chose this video as the primary data source because it showcases numerous instances of politeness maxims and violations within their dialogue. A total of 240 utterances were analyzed, comprising 120 pairs of utterances from both Ellen and Taylor Swift throughout the conversation. The researcher assigned coherent numbering to each utterance, ranging from 1 to 240, to facilitate the analysis and presentation of the data. By utilizing the video as the data source, the researcher aims to thoroughly examine the implementation of politeness maxims

and violations in the interview on "The Ellen Show." The data extracted from the conversation provide valuable insights into the use of politeness strategies and the occurrence of maxims violations in a real-life talk show setting.

4. Data Collection

The data collection process for this research involves the use of document analysis techniques to analyze the non-literary text in the form of the conversation from "The Ellen Show." Here is a breakdown of the data collection process:

1. Watching "The Ellen Show" on YouTube: The researcher accessed the specific video titled "The Ellen Show: Taylor Swift's Complete Interview with Ellen" using the provided link (<https://www.youtube.com/watch?v=on4bHNdUm-I>). By watching the video, the researcher familiarized herself with the conversation between Ellen and Taylor Swift.
2. Transcribing the conversations: After watching the video, the researcher transcribed the conversations between Ellen and Taylor Swift. This involved listening carefully to the dialogue and accurately writing down the spoken words. The transcription process aimed to capture the exact content of the conversation as accurately as possible.
3. Checking the transcript with the video: To ensure the accuracy of the transcription, the researcher cross-checked the transcribed conversations with the original video. This step helped to identify any discrepancies or errors in the transcript and make necessary corrections. It ensured that the transcribed data truly reflected the conversation in the video.
4. Identifying politeness strategies: The researcher employed the concept of the

Maxim of Politeness proposed by Leech (1983) to analyze the conversation. By applying this framework, the researcher identified the different politeness strategies used by Ellen and Taylor Swift in their interactions. The Maxim of Politeness provided a basis for categorizing and understanding the politeness strategies employed in the conversation.

By following these steps, the researcher collected the necessary data to analyze the types of politeness strategies used in the conversation on "The Ellen Show" between Ellen DeGeneres and Taylor Swift. The use of document analysis techniques, transcription, and cross-checking with the video ensured the accuracy and reliability of the collected data.

5. Data Analysis

In this qualitative research, the researcher employed an inductive analysis method, which involves moving from specific observations to general interpretations. The analysis process involved several steps:

1. **Data codification and classification:** The collected data were analyzed to compare the use of positive politeness strategies by Ellen and Taylor Swift. The researcher coded and classified the data based on predetermined categories derived from the research objectives. This coding process facilitated the organization and retrieval of data for analysis.
2. **Data sheet creation:** Datasheets were created to visually present the figures and functions of the analyzed data. The researcher used these datasheets to better understand the context and support the analysis. The datasheets were also helpful for readers to easily locate and interpret the data.

3. Analysis based on theories: The researcher analyzed the selected data using Leech's theory of politeness and Levinson's theory to examine their compatibility with the identified data. The researcher interpreted the utterances based on the findings from the datasheets and the relevant theories.

4. Conclusion: Based on the data analysis and interpretation, the researcher drew conclusions about the types of politeness maxims used in the talk show interview. The conclusions were derived from the analysis of the collected data and the application of relevant theories.

To identify the different types of maxims in the talk show interview between Ellen and Taylor Swift, the researcher followed a systematic approach. The analysis involved listening for instances where the speakers shared relevant information, demonstrated empathy, communicated clearly, and avoided making false statements. These observations were aligned with specific maxims such as agreement, sympathy, clarity, and truthfulness.

It is important to note that not all maxims may be present in every conversation, and their prominence may vary depending on the context and speakers involved. The analysis aimed to identify and understand the specific types of maxims utilized by Ellen and Taylor Swift in their conversation during the talk show interview.

The use of politeness maxims in interview talk shows is significant as it helps build rapport, maintain professionalism, avoid negative reactions, and demonstrate respect. By analyzing the reasons behind the use of politeness in the conversation between Ellen and Taylor Swift, this research provides insights into

the effective communication strategies employed in talk show interviews.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter provides an overview of the theory and some descriptions of the theories used. It provides definitions of pragmatics, politeness and impoliteness, speech act, context, and talk shows especially “The Ellen Show” Program.

A. Pragmatics

Pragmatics, as a branch of linguistics, focuses on the study of language use in specific communicative situations. It differs from grammar, which is concerned with the internal structure of language. According to Parker (in Wijana 1996: 2-3), pragmatics examines how language is employed in communication and explores the context-bound meaning of language. Morris, Crystal, Hartmann, and Stork (1995) describe pragmatics as a branch of semiotics that investigates the relationship between signs and language. Pragmatics encompasses three core concepts: meaning, context, and communication, making it a comprehensive study of the expression and analysis of meaning in speech (Kaswanti, 1990: 16).

Leech (1983: 6) defines pragmatics as the study of meaning in specific situations of language use. It encompasses the roles of speakers and interlocutors, the contextual factors surrounding a speech act, the purpose of communication, and speech as both action and product of verbal acts. The speech situations themselves serve as the backdrop for understanding and interpreting the speech. Similarly, Levinson (1983: 9) posits that pragmatics explores the connections between language and context, forming the foundation for understanding language

usage. Tarigan (1986: 33) supports this view.

In essence, pragmatics examines the ability to use language effectively by considering the interplay between sentences and contexts. This view is also shared by Mey (2001: 6), who characterizes pragmatics as the study of human language communication influenced by the conditions and background that shape language use. Yule (1996: 3) explains that pragmatics focuses on the meaning conveyed by speakers and interpreted by listeners or interlocutors. He further suggests four key aspects of pragmatics: (1) the study of the meaning conveyed by a speaker, revealing their communication intentions and interpreting them by the listener, (2) the examination of the context of speech to understand the speaker's intended meaning, (3) the exploration of implicit meaning beyond what is explicitly said, and (4) the study of how utterances are expressed based on the close relationship between speaker and listener, encompassing physical proximity, shared experiences, and conceptual understanding.

In conclusion, pragmatics is a branch of linguistics that investigates the meaning and use of language in specific situations, with a strong emphasis on the context of speech. It explores the relationships between language, context, and communication, enabling a deeper understanding of effective language use and interpretation.

B. Politeness

Politeness is the way a person manifests themselves in communicative interaction. Brown and Levinson (1987) have stated that everyone has a self-image related to their own emotional and social feelings and expects others to

recognize them. Politeness is an assessment of a speaker's attitude in communicating. Through language politeness, speakers appreciate the processes that take place in the speech. A person will be able to see their characteristics and the way they speak. These methods include how to interrupt and respond to statements, take over the turn to speak, get a turn to speak, and become communicative speech partners.

A politeness strategy is a strategy related to saving the face of the listener.

According to Brown and Levinson (1987), this strategy cannot threaten the listener too much. Brown and Levinson (1987) reveal four strategies: bald on record, positive politeness, negative politeness, and off the record. The following are the Points that show a deeper explanation of each politeness strategy.

Bald On-Record

The bald on-record politeness strategy is characterized by direct and straightforward communication without taking into consideration the listener's face or self-image. It prioritizes maximum efficiency in conveying the intended message. When employing this strategy, the speaker focuses on efficiently transmitting information rather than preserving the listener's positive face wants.

There are two distinct groups within the bald on-record strategy, depending on the specific context and the speaker's motives in carrying out the Face Threatening Act (FTA) with maximum efficiency. The first group is characterized by non-minimizing facial threats. In this case, the speaker does not attempt to minimize or mitigate the potential threat to the listener's face. The

communication is delivered in a straightforward and unapologetic manner, without any concern for potentially negative implications or impact on the listener's self-image.

The second group is known as FTA-oriented baldness on record. Here, the speaker consciously chooses to use the bald on-record strategy to carry out the FTA. They are aware of the potential face threat involved but decide that directness and efficiency are more important in the given context. Factors such as time constraints, urgency, or the need for clarity may drive this decision.

By employing the bald on-record strategy, speakers prioritize effective communication and convey their message with minimal ambiguity. However, it is important to note that this strategy may carry the risk of causing offense or damaging the listener's positive face. Therefore, speakers should carefully consider the context and the potential impact on the relationship with the listener before using the bald on-record strategy.

Positive Politeness

Positive politeness is a politeness strategy that focuses on compensating for the listener's desire to be approved, wanted, and accepted (Brown & Levinson, 1987). It involves actions that aim to close the social distance between the speaker and the listener, making the listener feel welcome and comfortable. According to Brown and Levinson (1987), positive politeness can be achieved through various mechanisms, including acknowledging similarities, conveying cooperation between speaker and listener, and fulfilling the listener's desires.

One strategy within positive politeness is paying attention to the listener's

wants, interests, necessities, and agreements. The speaker shows attentiveness to the listener's condition and expresses approval or compliments (e.g., "John, you are good at expressing your paintings"). Another strategy is overdoing it, where the speaker exaggerates their expressions of interest, approval, or sympathy (e.g., "John is very clever" or "Only you guys want to be friends"). Increasing the listener's interest in the speaker involves sharing personal requests or intriguing stories to engage the listener and generate enthusiasm in the conversation (e.g., "You will never guess what I saw last night. It's your right time").

Identity markers are also used as a strategy, such as using group-specific dialects or jargon to establish a sense of similarity and belonging (e.g., "This is my old friend Rio. How are you today, buddy?"). Finding safe topics to reach an agreement is another strategy, seeking common ground and avoiding potential conflicts (e.g., "John looked well last night, right? I agree. Good").

Affirming commonalities, enhancements, and parables involves casual chats, revealing points of view, and manipulating imagery to emphasize shared perspectives or experiences (e.g., "People like me and you, John, who don't like being forced, are we?"). Joking is used to create a comfortable atmosphere and reduce the potential face threat (e.g., "It looks like we are having a very extreme rainy season. It only rains three times a year, on average").

Other strategies include affirming the listener's knowledge and concern, offering promises or suggestions, being optimistic about the listener's cooperation, involving both speaker and listener in activities (using "we"), giving or asking reasons, affirming reciprocity, and giving gifts to the listener (e.g.,

offering fruit to John).

By employing positive politeness strategies, speakers aim to create a positive and cooperative atmosphere, satisfying the listener's desire for a positive face. These strategies show the speaker's efforts to establish rapport, build social connections, and maintain a harmonious conversation.

Negative Politeness

Negative politeness is a politeness strategy that is typically focused on the negative face of the listener, which relates to the desire for freedom of action and avoidance of imposition (Mills, 2003). It involves providing the listener with an exit or maintaining a certain level of distance through various linguistic strategies.

One strategy within negative politeness is being conventionally indirect. This involves using indirect and recorded communication to mitigate potential face threats (e.g., "Can you tell me the time?"). Another strategy is avoiding assumptions about the listener's willingness to comply, demonstrating respect for the listener's autonomy (e.g., "I would like to know if you would like me to ask you a few questions").

Being pessimistic about one's own ability or willingness to comply is another strategy. By expressing doubt or uncertainty, the speaker can protect the listener's negative face (e.g., "If you have a little spare time for me tonight, I'd like to speak about my homework"). Minimizing imposition is also important, such as asking for permission or acknowledging the listener's time (e.g., "May I speak to you for a moment?").

Showing respect to the listener is a strategy that can be employed, treating the listener as someone of higher status (e.g., addressing a teacher as "sir"). Apologies can also play a role in negative politeness, diffusing potential arguments and demonstrating a willingness to admit mistakes or show reluctance (e.g., "Sorry to bother you, but...").

Impersonalizing the speaker and listener can be used to create distance and avoid direct confrontation (e.g., claiming a parked car as one's own when confronted by an officer). Stating the face-threatening act as a general rule can also help mitigate the negative impact (e.g., "Parking on the double yellow line is illegal. I have to pay you a fine").

Nominalizing the actors in a sentence and using formal language can further enhance negative politeness, making the expression more detached (e.g., "Participation in illegal demonstrations is punishable by law. May I have your name and address, madam?"). Lastly, recording the request or favor as owed can establish reciprocity and reduce the imposition on the listener (e.g., "I'll buy you a gift at recess if you can sort out the problem I'm having with my formatting").

By employing these negative politeness strategies, speakers aim to respect the listener's negative face needs, maintain social distance, and minimize potential face threats. It is a way of being considerate and avoiding imposing on the listener's autonomy and freedom of action.

Off-record:

The off-record strategy is a politeness strategy that involves indirect communication, often through the use of rhetorical questions, metaphors, irony,

belittling, tautology, and connotations rather than explicit requests (Brown & Levinson, 1978).

One strategy within off-record politeness is giving directions. For example, saying "It's hot here" can imply a request for the listener to open the window without directly asking them to do so. Another strategy is providing hints of association, where the speaker implies an action based on shared knowledge between themselves and the listener.

The strategy of supposing is also relevant in certain contexts. The speaker presents a hypothetical scenario or assumption, allowing the listener to draw their own conclusions and take appropriate action. Playing down is another strategy, where the speaker downplays or underestimates something in order to indirectly communicate a request (e.g., "Oh, I didn't know it was a garden").

Exaggeration can be used as a strategy, where the speaker overstates something to convey their intentions indirectly (e.g., "I've searched for it a thousand times, but it's just not there"). Tautology, using redundant or repetitive statements, can also be employed to imply a desired action or response (e.g., "If I don't do it, I won't").

Using contradictions, irony, metaphors, and rhetorical questions are additional strategies within the off-record approach. These linguistic devices create ambiguity and encourage the listener to infer the speaker's intended meaning without a direct request. For example, saying "John is really smart" after he has done something foolish conveys irony.

Being ambiguous or using incomplete sentences, often through ellipsis,

can also serve as an off-record strategy. These linguistic techniques leave room for interpretation and require the listener to fill in the missing information (e.g., "I'm going to a you-know-where place").

Over-generalization and replacing the listener are further off-record strategies. By making general statements or using pronouns to refer to specific individuals or groups, the speaker indirectly communicates their intentions (e.g., "People who live in greenhouses shouldn't throw stones" implies a request for the listener to refrain from criticizing others).

In summary, the off-record strategy involves using indirect and nuanced language techniques to convey requests or intentions without directly stating them. These strategies rely on shared knowledge, inference, and the listener's understanding of contextual cues to interpret the speaker's implicit message.

C. Maxims of Politeness

The principle of politeness, as outlined by Leech (1983), consists of six types of politeness governed by the maxims of politeness. These maxims serve to maintain social harmony and foster friendly relationships in conversations. The following are the types and functions of the politeness maxims according to Leech:

1. **Tact Maxim:** The tact maxim aims to minimize harm or losses to others and maximize their benefits. It involves avoiding speech that contradicts or goes against someone's expectations, as such speech is considered disrespectful.
2. **Maxim of Generosity:** Similar to the tact maxim, the maxim of generosity

focuses on minimizing one's gains and maximizing the gains of others. By practicing this maxim in daily speech and actions, feelings of envy, jealousy, and hurt can be minimized or avoided. The goal is to show respect, take others' interests into consideration, and prioritize their benefits.

3. **Maxim of Praise:** The maxim of praise emphasizes the importance of showing respect and admiration towards others. By adhering to this maxim, individuals can minimize acts of mocking, scolding, or belittling one another. The goal is to reduce insults, increase praise, and refrain from saying unpleasant things about others.

4. **Maxim of Humility:** The maxim of humility encourages individuals to avoid arrogance and boastfulness in their speech. Participants in a conversation are expected to be humble by minimizing self-praise and avoiding harsh or critical language. The focus is on refraining from boasting, speaking in a humble manner, and avoiding arrogance.

5. **Maxim of Agreement:** The maxim of agreement aims to establish mutual understanding and reach agreements as much as possible. It involves finding common ground, supporting arguments, and avoiding disputes. This maxim is also referred to as the maxim of suitability, as it reflects politeness when there is alignment and harmony between the speaker and the listener.

6. **Maxim of Sympathy:** The maxim of sympathy seeks to minimize feelings of uncertainty or discomfort between oneself and others and maximize empathy and understanding. Expressing antipathy or hostility towards others is considered disrespectful. The maxim of sympathy is particularly evident in

situations of congratulations and condolences. It emphasizes the use of polite language, even when expressing negative emotions or beliefs from the perspective of the recipient.

By following these maxims of politeness, individuals can create a respectful and harmonious atmosphere in their interactions, demonstrating consideration for others and maintaining positive social relationships.

D. Violation Maxims of Politeness

Violation of the maxims of politeness refers to behaviors where individuals disregard or fail to adhere to the norms of politeness in their speech. Such violations can have negative impacts on both society and the interlocutors involved, leading to feelings of annoyance, hurt, and even anger. The following are examples of the violation of politeness maxims:

1. Violation of the Maxim of Wisdom: This violation occurs when individuals prioritize their own benefits and fail to consider the interests of others in their speech. It involves cornering the speech partners, coercing them, insinuating speech partners, and making accusations. The speaker aims to maximize their own gains without regard for the well-being of the interlocutors.
2. Violation of the Maxim of Generosity: This violation entails a lack of respect for other speakers in a conversation. It can manifest as underestimating others, protecting oneself, solely pursuing personal benefits, and disregarding the harm caused to others. The speaker fails to recognize the need for empathy and support towards someone in distress, instead choosing to focus on their own gains.

3. Violation of the Maxim of Praise: This violation involves giving harsh criticism that belittles and vilifies others. It includes delivering direct and offensive criticism, using harsh words or phrases, and engaging in speech that aims to insult and defame someone's name. The speaker intentionally corners the speech partner and resorts to baseless accusations, disregarding the principles of politeness.

4. Violation of the Maxim of Humility: This violation is characterized by speakers who exhibit arrogance, boastfulness, and a lack of humility in their language. They speak in a harsh and temperamental manner, frequently highlighting their own superiority and interests. The maxim of humility emphasizes the importance of avoiding self-praise, arrogance, and harsh speech, but individuals who violate this maxim prioritize their own self-interests over maintaining harmony and politeness.

5. Violation of the Maxim of Agreement: This violation occurs when there is a clash of perceptions between the speaker and the speech partner due to differing opinions. It can lead to friction and disagreements, as one or both speakers fail to find common ground or refuse to adhere to the principle of agreement. Continuous violation of the maxim of agreement can perpetuate discord and hinder effective communication.

6. Violation of the Maxim of Sympathy: This violation involves rejecting the principles embodied in the maxim of sympathy. Individuals who lack politeness in this regard exhibit a high degree of antipathy, indifference towards the actions of their speech partners, and a disregard for their feelings. They may even display

cynicism towards others, reflecting a lack of understanding of social norms and manners.

These theories provide a strong foundation for conducting research on politeness and violations of maxims in the interview between Ellen and Taylor Swift. By applying these theories, the study aims to explore and analyze the instances of politeness and violations of maxims in their conversations, providing valuable insights into the dynamics of their interaction.

E. Talk Show and Politeness

An interview serves as a platform for individuals to discuss important matters and gather information. It involves asking and answering questions, typically between an interviewer and a source. Interviews can be conducted in various settings, including news broadcasts, where the purpose is to obtain information that will be transformed into news. Over time, interviews have evolved beyond information gathering and have become a means of presenting information itself. Therefore, an interview can be seen as a process of obtaining and presenting crucial information through a question-and-answer exchange between the interviewer and the source. Similarly, talk shows, guided by a host, provide a platform for selected individuals to discuss specific topics.

The Ellen Show is an American television talk show hosted by comedian/actress Ellen DeGeneres since 2003. It features interviews with celebrities, inspirational figures, and individuals who may not have been well-known before but have compelling stories to share. These individuals can include

volunteers, avid program fans, philanthropists, talented individuals, or social media influencers known for their kind-heartedness. Considering the significance of language politeness and based on the researcher's observations, the Talk Show "The Ellen DeGeneres Show" has been chosen as the research material. The aim is to gain a deeper understanding of how polite language is used within the context of the talk show. The research seeks to examine the principles of politeness within "The Ellen DeGeneres Show" in greater detail.

The study of politeness in the context of talk shows, particularly "The Ellen DeGeneres Show," is of great importance. Politeness plays a crucial role in creating a positive and respectful atmosphere during interviews and discussions. It involves using language and behavior that show consideration and respect for others, ultimately contributing to effective communication and a harmonious exchange of ideas.

In a talk show setting, the host, in this case, Ellen DeGeneres, sets the tone for the conversation by establishing a warm and welcoming environment. The polite language used by the host creates a safe space for guests to share their stories, opinions, and experiences without feeling judged or attacked. This encourages open and honest dialogue, fostering a sense of trust and camaraderie between the host, guests, and the audience.

Furthermore, the principles of politeness in talk shows can be observed through various linguistic strategies. These strategies include using positive politeness to show appreciation and respect towards the guests, acknowledging their accomplishments and unique qualities. The host may also employ negative

politeness by being considerate of the guests' personal space and allowing them to express themselves freely without interruption or judgment.

Additionally, the talk show setting provides opportunities to practice politeness through turn-taking and active listening. The host and guests take turns speaking, allowing each individual to have their say and ensuring that everyone's perspective is heard. Active listening skills, such as nodding, maintaining eye contact, and responding appropriately, demonstrate respect and attentiveness towards the speaker.

Politeness in talk shows is not limited to the interactions between the host and guests but extends to the audience as well. The host often encourages audience participation, inviting them to ask questions or share their thoughts. Creating a respectful and inclusive environment, the host ensures that everyone feels valued and their contributions are acknowledged.

By examining the principles of politeness within "The Ellen DeGeneres Show," researchers can gain insights into how language is used to maintain a positive and respectful atmosphere in talk shows. This understanding can further enhance our knowledge of effective communication strategies and contribute to creating more polite and inclusive interactions in various social settings.

CHAPTER III

FINDING AND DISCUSSION

This chapter presents the findings and discussion of this thesis based on the theory mentioned in the previous chapter. This chapter also explain clearly the politeness maxims used by Ellen and Taylor Swift in Talk show "The Ellen Show": Taylor Swift's full interview with Ellen. This chapter implies the answers to the questions in this thesis research. Therefore, these findings are the result of data analysis that has been done previously. This research discuss the maxims of politeness used by Ellen and Taylor Swift in Talk show "The Ellen Show": Taylor Swift's full interview with Ellen show The Ellen DeGeneres Show on the episode "The Ellen Show": Taylor Swift's full interview with Ellen on YouTube.

A. Finding

This research discusses the politeness maxims used by Ellen and Taylor Swift in Talk show "The Ellen Show": Taylor Swift's full interview with Ellen in accordance with the principles of language politeness in Leech's theory. There are six principles of language politeness according to Leech, namely the tact maxims, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement, and also the maxim of sympathy.

The focussed on of this research are (1) the types of politeness maxim which used by Ellen and Taylor Swift in Talks how "The Ellen Show": Taylor Swift's full interview with Ellen and (2) the reasons for using politeness maxims by Ellen and Taylor Swift in Talk show "The Ellen Show": Taylor Swift's Full

Interview with Ellen The following is a description of the results of research.

The following is a description of the results of research.

Table 3.1 Results of the Analysis of the Maxims of Politeness on "The Ellen Show"

Principles of politeness and maxims.	Use	Violation
Tact Maxim	9	7
Maxim of generosity	9	6
Maxim of praise	12	2
Maxim of humility	10	4
Maxim of agreement	42	12
maxim of sympathy	5	2

The Maxims of politeness in the program "The Ellen Show": Taylor Swift's full interview with Ellen occurred in each speech pair. In this episode, the total number of speech pairs for the 18 minutes 45 seconds duration was approximately 120 speech pairs. From 120 pairs of utterances of them in the videoanalyzed for each speech, so the data is 240 utterances. The data presented using coherent numbers from 1-240 from the beginning to the end of the conversation.

From the table it can be concluded that the maxim of agreement is the most widely used in pairs speech on "The Ellen Show". Meanwhile, the least use of maxims is Sympathy Maxim. Then for the violation of the maxims of decency the most occurred was the Maxim of Agreement of 12 words. Meanwhile, the

minimum violation of maxims is Maxim of Praise and Maxim of Sympathy which are both the same rate/using.

The politeness maxims that were the most widely used in conversations in the Talk Show program "The Ellen Show": Taylor Swift's full interview with Ellen are maxim of wisdom, maxim of generosity, maxim of praise, maxim of humility, maxim of agreement, and maxim of sympathy.

The Use Politeness Maxims

The following is a description of the types of politeness maxims used by Ellen and TaylorSwift in the talk show "The Ellen Show": The full interview with Ellen Taylor Swift delivered with an explanation of the reason for the use of these maxims.

a. Tact Maxim

Tact Maxim has a rule that each participant must minimize the losses of others, or maximize profits for others. This maxim is intended as an effort to reduce or minimize losses to others, as well as increase or increase profits to these other parties. People who speak and carry out the maxims of wisdom can be said to be polite.

- 65) Tact Maxim is expressed in an impossible and commissive speech. This maxim outlines each participant to minimize the losses of others or maximize profits for others. The following are phrases in the conversation between Ellen, the host, and Taylor Swift on the talk show program "The Ellen Show": Taylor Swift's full interview with Ellen. Taylor: "I do. Because when you shave your legs, the shaving cream is like soap, right? "
- 66) Ellen: "Yeah. I think that's the reason that most women wash their legs, because we have to, because we shave our legs. "

Ellen had asked Taylor Swift if she shaved her legs, to which Taylor

responded by saying "I do". But Taylor doubted his own answer and made sure that he shaved and washed his feet. Ellen also provides answers that can convince other audiences with Taylor's answers that can strengthen Taylor's opinion. Ellen's answer made Taylor feel relieved because she was trying to be wise in her response.

The use of the maxim of wisdom or tact maxim in the talk show program can be seen in utterances (66) in response to utterances (65). This pair of speech is said to be polite and enter into compliance with the tact maxim because it maximizes the benefits of other parties in speaking activities. Judging from the utterance said by Ellen (66) who confirmed Taylor Swift's (65) statement by saying that most women have to clean their feet by shaving them with cream like washing with soap frequently. This reinforces Taylor Swift's statement by providing a wiser explanation to the audience. What Ellen did was politeness that contained the maxims of wisdom because she tried not to harm the others.

In this case, it can be said that the longer a person's speech, the greater the desire of that person to be polite to the other person. Likewise, speech that is spoken indirectly is usually more polite than speech that is spoken directly. Ordering with a news sentence or interrogative sentence is seen as more polite than a command sentence. In the utterance of Ellen (66), she was using **positive politeness** in strategy 5, namely reaching an agreement by looking for safe topics. Before he uttered a clue by repeating the opinion said by the speaker to reach an agreement. This strategy aims to find ways to get the listener to agree with the speaker. This is done by Ellen shows that she agrees with the expression said by

Taylor that we must shave our feet because we all always wash our feet.

The main reason for using the tact maxim in conversation is to communicate in a way that is considerate, respectful, and avoids unnecessary offense or harm to others. The tact maxim is a principle of communication that emphasizes the importance of being sensitive to the feelings and perspectives of others, and taking care not to say anything that could be hurtful, insulting, or insensitive.

b. Maxim of Generosity

According to Leech (1993: 206), the maxim of generosity contains the following principles. Reduce the benefits for yourself, increase the benefits for others. If everyone implements the essence of the maxim of generosity in his daily speech and actions, envy, jealousy, and hurt feelings can be avoided. The maxim of generosity uses the same pragmaticscale as the maxim of wisdom, namely the profit and loss scale because the maxim of generosity refers to the speaker's self. This is what causes the maxim of generosity to be different from the maxim of wisdom because in the maxim of wisdom it does not imply that there is an element of loss in the speaker, while in the maxim of generosity there is an implied loss in the speaker even though it is a little. The following is an example of a conversation on The Ellen DeGeneres Show on the episode "The Ellen Show": Taylor Swift's full interview with Ellen on YouTube, which contains the maxim of generosity:

- (36) Ellen: "I mean usually people go to promote their music, because it helps sold album. You didn't have to do that. "
- (37) Taylor: "That was nice to be said, I mean .."
- (38) Ellen: "True."
- (39) Taylor: "I'm having fun being back here, it's been really great being back here and I like. I definitely do, I think this is a

songwriter. I enjoy communicating about what I made like I really do like that part of the process, but I also just feel like with my carrier. I wanna do what I feel right at the time.

Ellen said that Taylor didn't have to bother promoting to sell her album because she was good enough with the work she was producing and people would know about her album themselves. But Taylor Swift at that time did not want to be like that. She has felt that his fans are something very precious to her. She came back to have fun with her. She has gone through various processes of life's journey to become what he is today. After what he's been through and done, she will still feel that he still needs to do more.

The maxim of generosity is applied by Taylor Swift to her fans. The factor of fame and also as a public figure makes her have to have good character and be willing to do good to anyone. The use of the generosity maxim in the talk show program can be seen in speech (39) because in her speech Taylor explains that she is happy to do things that are good for his career even though it requires him to enjoy every process. She said he had to keep promoting even though Ellen (36) said he could be successful in selling her album without promotion. This was rejected by Taylor because she was going to do it for continuing promote to be closer to her fans

Actually, Taylor's (39) expression does not contain elements that can harm herself but also does not cause any elemental harm to other parties and even makes his fans even happier. So in other words, this expression can be said to be compensation because it obeys the generosity maxim.

From these data, there is a politeness strategy, namely **positive politeness** in

strategy 2. The utterances are in the sentence uttered by Taylor Swift in datum number (39) because Taylor expresses excessively by saying the word happy many times. The word is pronounced using excessive intonation, suppresses, and can change a listener's intensity. This sentence is a way to reduce the threat to the listener's cheerful face and make sure the listener is comfortable, so it is included in a positive politeness strategy.

c. Maxim of Praise

In the praise maxim, it is explained that people will be considered polite if in speaking they always try to give praise to other parties. With this maxim, it is hoped that the speech participants will not ridicule, insult or belittle other parties. Leech (1993: 207) states that the maxim of praise contains the principle of criticizing others as little as possible and praising others as much as possible. This condition can be seen from the following findings:

- (56) Ellen: "You know it's true, because you didn't worry about how certain people do things. You do things your own way, and it's all works out for you. "
- (57) Taylor: "Thankyou so much."

Ellen is amazed at Taylor's attitude when she can keep going regardless of the person who wants to knock her down. Ellen also said that Taylor was doing her best in her own way. This makes Ellen praise Taylor Swift's attitude and abilities. Ellen's words that say "it's all worksout for you" revealed that Ellen complimented that Taylor was great and deserved it all.

In simple terms, it can be seen that Ellen is amazed at Taylor's persistence to look better. The utterance expressed by Ellen (56) is a maxim of praise use.

Ellen reveals that Taylor Swift has succeeded in making herself successful regardless of what other people do badly to her. She was able to go her own way to succeed. This includes polite language and is included in the use of maxims of praise because Ellen (56) tries to give praise to Taylor Swift.

Judging from Ellen's datum (56), there is a politeness strategy, namely **positive politeness** in strategy 1, namely paying attention. Ellen said that Taylor does not need to worry about what other people think as Ellen has observed what Taylor has been doing. She also praised that Taylor managed to make his dream come true in a way he did himself. It is expressed as if Ellen already knows very much about Taylor. From Ellen's expression, Taylor, who is a listener, feels the speaker has noticed him. Therefore, it can be classified under strategy 1 in positive politeness.

d. Maxim of Humility

Maxim Humility has the principle of praising yourself as little as possible and criticizing yourself as much as possible. This principle is a principle expressed by Leech (1993: 207). People will be said to be arrogant and arrogant if in their speech they always praise and give priority to themselves. In speaking, a person must be polite and inferior in a way that does not show one's abilities in front of others.

In this case, an example of using the maxims of humility on The Ellen DeGeneres Show on the episode "The Ellen Show": Taylor Swift's full interview with Ellen is as follows:

(5) Taylor: "Oh .. it's not amateur our."

(6) Ellen: "No..no .. I'm not gonna ever, because I can't top how I did it the

first time, you are the best girl, well I don't know this assumpt are pretty good too. "

Taylor said that she was afraid that this time it would repeat like when she fought Ellen. Ellen tried to convince her that she wouldn't because she knew for a fact that Taylor couldn't be beaten by her. This was seen when Ellen said "you are the best girl" which proved that she was no better than Taylor. These remarks became a motivation for Taylor to continue the interview session at the event calmly. Ellen admits that she can't beat her.

The maxim of humility can be seen in this speech. Judging from the speech, it can be seen that Ellen (6) tries to convince Taylor Swift's (5) expression that it is not the time to do this again with subtle expressions. Ellen also said that Taylor Swift is the best girl she didn't want to beat since the first time. In Ellen's speech, he said that he was trying to be humble and reveal that Taylor was the best. This maximizes the benefits to the other party, namely Taylor Swift (5). Therefore, the utterance is said to be polite and enter into obedience to the maxims of humility.

The politeness strategy contains in datum (6), namely Off-Record in strategy 6. The utterance uses tautology. Example: if I don't do it, I won't. In the sentence uttered by Ellen, there is the word "I'm not gonna ever," which means She didn't want to do that again. It assures the indirect listener that he won't do it now.

e. Maxim of Agreement

The maxim of agreement is usually called the maxim of agreement or compatibility. Maxim of agreement expressed in expressive and assertive

utterances. In this maxim, it is emphasized so that the speech participants can foster compatibility or agreement in speaking activities. If there is an agreement or compatibility between the speaker and the interlocutor in speaking activities, each of them can be said to be polite.

According to Leech (1993: 207), this maxim contains the principle that every speaker and speech partner maximizes the agreement between them and minimizes disagreement between them. This means that in a conversation as much as possible the speakers and speech partners show agreement on the topic of conversation. If that is not possible, speakers should try to compromise by engaging in a partial disagreement, because after all, partial disagreement is often preferable to complete disagreement.

The following is an example of using the maxims of agreement in The Ellen DeGeneres Show this time along with the explanation:

(84) Ellen: "That must have been so fun to shoot."

(85) Taylor: "It was so fun."

This pair of speech fosters compatibility and agreement in speaking activities. It can be seen in the utterance (85) which is a suitable response in responding to the utterance (84), then this pair of speech is included in obeying the maxims of the agreement. In Taylor's speech to meet Ellen, there is a word repetition that is fun. This shows that Taylor agrees with Ellen's utterance.

The maxim of agreement can be seen clearly in these utterances because they are trying to build a good relationship so that conversation activities can run smoothly. This is based on the similarity factors they have, including the same likes, hobbies, and jokes. This is a factor in the agreement between the two of

them. Apart from that, more knowledge about Taylor Swift by Ellen made many of the statements that Ellen made about herself was confirmed by Taylor. That is what is meant by using the maxims of agreement.

In this datum, there is a politeness strategy, namely **negative politeness** in strategy 7. Strategy 7 is to impress the speakers and listeners. In datum (86), Ellen said that shooting is a funactivity. And Taylor, 85, replied confidently that it was fun. Also, in the scene after Taylor says that, he laughs on purpose. Taylor did this to divert the topic. This impresses the listener with Ellen's experience making a fun recording. In the context of a conversation, how to be polite can be done by hiding who the speaker or listener is.

f. Maxim of Sympathy

This maxim of sympathy suggests that speakers should minimize antipathy between themselves and others and maximize sympathy between themselves and others. This is the same as the principle put forward by Leech (1993: 207). Speech acts that express sympathy, for example, congratulations, condolences, and other remarks that show respect for others. This maxim uses a sympathy scale as the basis of reference and targets the maxims. this sympathy, namely to the two actors at once, the speech partner and the speaker self.

Some of the data obtained in The Ellen DeGeneres Show were to illustrate the use of the maxims of conclusions, here are some examples and explanations.

(214) Ellen: "What's your favorite place to go on holiday? Like cold, do you like snowing, do you like island? "

(215) Taylor: "I'm sorting."

(216) Ellen: "Sorry. Please stay quite "

In this pair of speech, the opponent maximizes sympathy. It can be seen in the utterance (216) responding to speech (215) so that good communication is established. This speech can be said to be polite because it shows sympathy, not antipathy, and is included in obeying the maxims of sympathy. This can be seen from Ellen who responded to Taylor's speech, which said that he needed to sort her thoughts to answer Ellen's questions. Ellen also gave her space so that Taylor could freely sort and not be bothered by anyone but by saying sorry in front of the sentence she said. This seems polite and respectful to others.

The use of the maxim of sympathy in the speech was motivated by Ellen's feelings that she wanted to give Taylor space to think. She tried to be respectful of her guest by saying "Sorry" in front of her lines to avoid anger from the audience who told her to be quiet for a moment. It's just for Taylor's sake that she tries to reward Taylor by giving her space.

In datum (216), Ellen has used the negative politeness in hedging strategy² to say the words "Please" and "Sorry" before she says directions. Here Ellen asked Taylor's favorite vacation spots. Then Taylor responded by saying that she had to sort out his thoughts. The illocution used here is a directive, where she wants X or the situation the speaker wants. In this case, the situation Ellen wants as a speaker is that the audience is silent for a moment to give Taylor space to think. This action can threaten the audience's negative faces because it predicts some of the listener's future actions and, in doing so, puts pressure on the listener to take those actions.

Those are the maxims of politeness used by Ellen and Taylor Swift in Talk

show "The Ellen Show": Taylor Swift's full interview with Ellen. Then there are violations of the maxim of politeness in Talk show "The Ellen Show": Taylor Swift's full interview with Ellen.

2. Violation of Politeness Maxims

Violation of the maxims of politeness is an attitude where someone does not obey or heed the norms of politeness when they want to speak, the lack of courtesy causes various impacts in society or the interlocutor feels annoyed because his speech causes hurt feelings on the listener or interlocutor. Based on the research results, violations of the maxims of politeness in The EllenDeGeneres Show episode "The Ellen Show": Taylor Swift's complete interview with Ellen on YouTube. The following results were found:

a. Violation of Tact Maxim

Violation of the maxim of wisdom is resistance to obeying the maxim of wisdom, namely always minimizing the loss of others, or maximizing the benefits of others. In this case, it means language impoliteness, namely always maximizing one's benefits and reducing profits for others. Such a situation often occurs when a speech participant utters a speech to harm others, without thinking about the consequences of his words.

Based on the research data, it is found that violations of the maxims of wisdom in the following conversation:

(22) Ellen: "Yes..yes. And now you do it to yourself."

(23) Taylor: "It's common, it is great sounds if you go back and watched on YouTube, listen for her laugh and then wholl be ones that is embrassing not the one like that."

Maximizing profit for speech partners is not illustrated at all. It can be seen in the utterance (23) that there is a satire in responding to the utterance (22) because they feel disadvantaged by the speaker in speech (22). This pair of utterances is said to be impolite and enters into violating the Tact Maxim because it does not maximize the benefits of other parties in telling activities.

From Taylor's speech, who said that there would be parties who would be humiliated in Ellen's event. These utterances can hurt the feelings of the interlocutor and be detrimental because it is an indirect satire. The speech participant, Taylor, said his speech with the aim of harming another person, Ellen, without thinking about the consequences of his words. This is a violation of the tact maxim.

b. Violation Of Generosity Maxim

- 1) According to Leech (1993: 206) the maxim of generosity contains the following principles. Make yourself as small as possible.
- 2) Make yourself at the greatest possible loss.

A person is considered to have violated the maxim of generosity if a speaker is so selfish that he does not think about others which can cause envy, jealousy, and hurt feelings among others. Deviation from the maxim of generosity can be indicated by disrespecting the interlocutor, not giving the interlocutor an opportunity to have an opinion, prejudice against the other person, and humiliating the other person. The deviation from the maxim of generosity can be seen in the following conversations.

(69) Taylor: "I'm the right side history then."

(70) Ellen: "Unless you're not shaving, and then you're not washing. So whenever you are not shaving, you don't wash you are saying. "

This speech was delivered by Ellen (70) in response to Taylor (69). In her utterance, Ellen conveyed an unkind sentence that accused Taylor of not washing her feet. This shows that the speech deviates from the principle of politeness in the maxim of generosity. Ellen's actions that accuse Taylor Swift include being impolite because they do not respect the interlocutor who is speaking.

c. Violation Of Praise Maxim

A violation of the maxims of praise occurs when a speech participant praises or prides himself and says something unpleasant such as mocking, scolding and belittling others. This is disrespectful and deviates from the maxims of praise.

Violation of the maxims of praise is done by giving strong criticism so that it tends to belittle and vilify other parties. This harsh criticism is expressed by way of speakers delivering direct criticism with harsh words or phrases, direct criticism with harsh words results in impoliteness, especially on social media it can insult and defame someone. Speech that corners the speech partner deliberately makes the speech impolite. The following is an example of violating the generosity maxims on the Ellen DeGeneres Show Talk Show.

(73) Taylor: "But I kind of always shave my legs."

(74) Ellen: "Everyday?"

(75) Taylor: "Well, I mean, yeah."

(76) Ellen: "Everyday?"

(77) Taylor: "Yeah."

(78) Ellen: "You must be hairy."

This speech pair does not provide appreciation or praise in speaking activities. It can be seen from the utterance (78) which says that Taylor must be

hairy. It should not be disclosed in conversation because it includes insulting or defaming someone.

Ellen's utterances tend to denigrate and vilify the other party, namely Taylor who has convinced her that she washes and shaves her legs every day but ends up being mocked by Ellen. Therefore, this pair of utterances is a violation of the maxims of praise and is considered impolite.

d. Violation of Humility Maxim

A person who is said to have violated the maxims of humility is a person who maximizes his honor and minimizes respect for others. Often speech participants highlight something that is excessive and underestimates the abilities of others, thus deviating from the maxims of humility. Violation of the maxims of humility can be seen from the manner of speakers who speak harshly, temperamentally, boasting with words that contain their own superiority and interests. Based on research, violations of the maxims of humility can be seen from Ellen's Talk Show conversation and explanation.

(28) Ellen: "Okay, and now you are comeback."

(29) Taylor: "I'm back. Yeah, I had a comeback. I mean .. I had an album come rocket reputation and I really ... [AUDIENCE CLAPPING HAND] "

In utterance (29), Taylor brags by saying that she carries a reputation that makes her great and dares to appear confident at the event. Taylor also boasted with words that contain the advantages of herself and interests alone. This is a violation of the maxim of humility or the maxim of simplicity and this expression can be said to be impolite in language.

e. Violation of Maxim Agreement

The principle of consensus maxims strives for the least amount of disagreement between oneself and another party to occur and as much agreement between oneself and another party as possible. However, speech participants often expressed their disapproval or disagreement with the ideas or suggestions that were said by the other person. Moreover, the speech was conveyed in an impolite manner. This is one of the causes of deviations in the maxim of agreement.

Violation of the maxims of agreement is a violation of the maxims that can cause friction of perception between speakers and speech partners, due to differences in opinion which result in both disagreement or only one of the speakers disagrees with what the speech partner said. The following are the findings regarding violations of the maxims of agreement in the Talk Show The Ellen DeGeneres Show and their description.

(70) Ellen: "Unless you're not shaving, and then you're not washing. So whenever you are not shaving, you don't wash you are saying. "

(71) Taylor: "No. I don't think I would say that. "

This speech pair does not build compatibility or agreement in speaking activities. It can be seen in the utterance (71) which is an unsuitable response in response to the utterance (70), then this pair of utterances fall into a violation of the maxims of agreement. There is a discrepancy in Taylor's speech in response to Ellen. Taylor issued the word "no", meaning that she did not agree with the previous utterance. Deviation from the maxims of the agreement there was this speech because Taylor's speech (71) did not confirm Ellen's words (70).

f. Violation of Sympathy Maxim

In the maxim of sympathy, speakers are required to minimize the antipathy between themselves and others and maximize sympathy between themselves and others. People who are antipathetic towards others, especially to the point of being cynical towards others, will be considered as people who do not know the courtesy in society. This is considered to violate the maxims of sympathy. Based on research, the violation of sympathy maxims can be seen from Ellen's Talk Show conversation and explanation.

(25) Taylor: "Yeah, four years I was through recovering from the fall."

(26) Ellen: "No..no .. that, but look at all the content we had and you haven't been here four years. You think you wanna come back cause you had so much fun?"

In this pair of speech, opponents do not maximize sympathy, seen in utterance (26) in response to the utterance (25) so there is no good communication. When Taylor said that it took him four years to improve her condition, Ellen responded with disrespect.

In response to Taylor's remarks, Ellen did not appear to be sympathetic in her speech. Ellen seemed not to maximize sympathy in her communication activities. This speech can be said to be impolite because it shows antipathy, not sympathy, and it is a violation of sympathy maxims.

B. Discussion

The research discusses the principles of politeness in the Talk Show program "The Ellen Show": Taylor Swift's full interview with Ellen following the principles of linguistic politeness in Leech's theory. In this discussion, researcher

discusses violations and obedience to the maxim of politeness, which consists of the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement, and also the maxim of sympathy, following the principles expressed by Leech.

In Using of the Maxims of Politeness in the Talk Show Program "The Ellen Show": Taylor Swift's Complete Interview With Ellen, From the data obtained, it can be concluded that the maxims used in speech pairs at "The Ellen Show": Taylor Swift's full interview with Ellen is the Maxim of Agreement with the results is 42 pairs of speech. Obedience and violation of the highest politeness maxims are in the Maxims of Agreement. In this maxim, it is emphasized that the speech participants can foster compatibility or agreement in speaking activities. If there is an agreement or compatibility between the speaker self and the speech partner in speaking activities, each of them can be said to be polite.

This episode means that every speaker and speech partner works together to establish a cooperative relationship in every communication. Even though it is also offset by the high number of violations of the maxims of decency in agreement, not everyone in this episode cooperates well in communicating. However, the number is still higher in compliance with the maxims of politeness. All obedience to the maxims of agreement that try to reduce the mismatch between the presenter and the resource person has gaps, with violations of the maxims of the agreement committed by the presenter.

This can mean that there are many mismatches of the presenter in terms of his statements, both allegations, opinions, and even facts addressed to the

speakers, including differences in the intentions between the presenter and the source and the presence of "but" speech by the host after the resource person comments in answering the host's questions. The event, the two things, then created a mismatch in the speech between the host and the source. On the other hand, the least amount of politeness maxims is sympathy maxims with a figure of 4.6%. Only a few utterances are identified as part of the maxim of sympathy politeness, namely only four utterances. In the sympathy maxim, it is hoped that the speech participants can maximize sympathy between one party and another. An antipathetic attitude towards one of the speech participants will be considered as an act of disrespect. This means that there are not many conversations that provoke a sense of sympathy in this episode, so sympathy is not fostered.

Using the maxims of politeness in utterances by Ellen and Taylor Swift in the talk show is to adjust the context, requiring them to use the maxims according to the current situation. They both are required to apply it because they are the main actors in the talk show, namely as a host and as guest stars or interviewees witnessed by many audiences. Violation of civility maxims in the talk show program "The Ellen Show": Taylor Swift's full interview with Ellen.

Violation of the maxims of politeness is an attitude in which a person does not obey or heed the norms of politeness when speaking. The causes of violations of the principle of language politeness consist of 7 types, namely deliberately accusing the interlocutor, deliberately speaking out of context, not giving sympathy, being protective of opinions, encouraging the speaker's emotional sense, direct criticism with harsh words, and mocking.

Less polite speech causes various impacts in society, or the interlocutor feels irritated because her speech causes hurt feelings on the listener or the interlocutor. Based on the research results on violations of the principles of politeness on The Ellen DeGeneres Show on the episode "The Ellen Show": Taylor Swift's full interview with Ellen on YouTube. The following results were found.

The most frequent violation of politeness's maxims is the Maxim of Agreement of 12 words. Similar to the maxim of an agreement that holds the greatest number, the most violations also occur in the maxim of the agreement. Even though it is also offset by the high number of violations of the maxims of decency in consensus, not everyone in this episode cooperates well in communicating. However, the number is still higher in compliance with the maxims of politeness.

In another vision, the minimum violation of maxims in this episode is Maxim of Praise and Maxim of Sympathy, which is 1.6%. Violation of this maxim of praise occurs because speakers convey direct criticism with harsh words or phrases. Direct criticism with harsh words results in impoliteness, especially on social media it can insult and defame someone. Speech that corners the speech partner deliberately makes the speech impolite. As for the maxims of sympathy on The Ellen DeGeneres Show in the episode "The Ellen Show": Taylor Swift's full interview with Ellen, it doesn't often happen because the context of their conversation is more for fun.

The findings in the analysis have been carried out following Leech's theory. From several existing previous studies, most of them only mentioned the types of

politeness maxims and also their explanations. Unlike the research that the author has done this time, the analysis is more detailed and clear. The analysis conducted by the author also considers the reasons behind the choice of the maxim in analyzing the data. Besides, the politeness strategy is also mentioned in every data that has been researched so that this becomes the difference between the previous study and the research compiled by the author. Based on Leech and Brown's theory and Levinson, who both discuss politeness, they have different categories in finding language politeness. Departing from the data, then starting the principle to take a philosophical approach, there are still shortcomings, namely their non-exclusive categories. An utterance can contain both positive and negative politeness. Likewise, one utterance can obey two or more maxims. As in datum (48) "You can do whatever you want. Taylor Swift." This utterance contains Leech's principles, namely the maxim of wisdom and the maxim of generosity. According to Leech, in this case, it can be said that the principle of politeness can be added according to new situations. On the other hand, the maxim of politeness still has a gap because not all human actions can be described by a model that can be reached by the maxims.

Based on these findings, it can be seen that the advantage of the maxim of politeness is that it can make the situation more controllable. Judging from the results of compliance with the most maxims from the above analysis, namely maxim of agreement, which aims to build good relationships in the conversation so that the conversation activities can run smoothly.

This is the same as the theory put forward by Leech about the maxim of

politeness that aims to smooth the communication process and avoid misunderstanding interfaces that can lead to divisions. Leech's theory of politeness maxims also has a drawback, namely that the category of politeness maxims is not exclusive (Cutting, 2002: 51). In this case, one utterance can obey two or more maxims. As in the example on Ellen's datum (48): "You can do whatever you want." Taylor Swift. " This utterance contains Leech's principles, namely the maxim of wisdom and the maxim of generosity. This could happen because based on Leech's theory, the principle of politeness can be added according to new situations. So it can be said that the maxim of politeness still has a gap because not all human actions can be described by a model that can be reached by the maxims.

In another sample data that based on the datum (48) from Ellen's utterance, she said that "You can do whatever you want.". From that utterances, it can shows an expression that Ellen does not care anymore about what the addressee. But depend on the context, Ellen cheers up Taylor, by giving Taylor support and giving praise for what she already has. At that time Taylor said if he would appear if he had something new. But Ellen said that he was not required to have something new to be able to appear. It seems like the theory about politeness by Leech says every action cannot can be described by a model that can be reached by maxims. However, what can only be the context in which the utility takes a place. In essence, the meaning of the utterances can be influenced by the context. The politeness and the context have a very strong relationship which can build critical meaning in life, because sometimes the natural meaning is quite different from the

meaning which is influenced by the context.

The maxim of agreement, also known as the cooperative principle of relevance, is a common principle of conversation that suggests that speakers should strive to provide information that is relevant to the conversation at hand. This maxim is particularly relevant in interview conversations for several reasons: Firstly, establishing rapport. In an interview, the maxim of agreement can help establish rapport between the interviewer and the interviewee. By focusing on areas of agreement and common interest, the interviewer can create a more positive and comfortable atmosphere for the interviewee. Secondly, evaluated fit. The maxim of agreement can also help the interviewer evaluate whether the interviewee is a good fit for the job or organization. By identifying areas of agreement, the interviewer can gain insights into the interviewee's personality, values, and work style.

Thirdly, demonstrating communication skills. The maxim of agreement can also be used by interviewees to demonstrate their communication skills. By listening actively, acknowledging the interviewer's points, and providing relevant information, interviewees can show that they are effective communicators who can build rapport with others. Fourth, Focusing on key information. Finally, the maxim of agreement can help both the interviewer and interviewee focus on key information that is relevant to the interview. By identifying areas of agreement and common interest, both parties can focus on the most important information that will help them achieve their goals.

Overall, the maxim of agreement is common in interview conversations

because it helps establish rapport, evaluate fit, demonstrate communication skills, and focus on key information that is relevant to the interview. While the maxim of sympathy is an important principle of communication, it may appear less frequently in interview conversations due to factors such as the focus on job-related skills and experience, time constraints, professionalism, and power dynamics. However, showing empathy and understanding can still be an effective way to build rapport and establish a positive relationship between the interviewer and interviewee.

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter only contain about 2 main sub-discussion. This chapter delivers and discuss about conclusion from the research and also about suggestion from researcher to the readers.

A. Conclusion

Based on the research analysis conducted in Chapter III, it can be concluded that the Talk Show program "The Ellen Show" demonstrates both obedience and violations of the principles of politeness, as outlined by Leech. The data collected from the Taylor Swift interview with Ellen on YouTube revealed instances of adherence to and violations of politeness maxims.

The research findings indicate that the overall compliance with politeness maxims in the interview is relatively high, with a rate of 72.5%. This suggests that the talk show effectively incorporates politeness in its conversations. Among the identified politeness maxims, the maxim of agreement is the most frequently obeyed, accounting for 35% of the data. This demonstrates the importance of fostering agreement and compatibility between the speakers in creating a polite atmosphere.

However, violations of politeness maxims were also observed in the interview, accounting for 27.5% of the speech pairs. The highest number of violations occurred in the maxim of agreement, indicating a lack of alignment and harmony between the host and the interviewee. These violations often resulted

from mismatched statements, opinions, and intentions expressed by the host, creating a sense of discord in the conversation.

It is worth noting that violations of the maxims of praise and sympathy were relatively minimal, at 1.6% each. This suggests that the conversation focused more on entertainment rather than eliciting sympathy from the participants.

The study highlights the significance of both adherence to and violations of politeness maxims in the context of talk show interviews. The Talk Show "The Ellen Show" successfully incorporates politeness in its conversations, promoting agreeability and compatibility between the participants. However, violations of politeness also occur, indicating areas where improvements can be made in maintaining harmonious and respectful communication.

The research findings contribute to a deeper understanding of politeness principles in talk show contexts and provide insights for researchers and practitioners aiming to promote effective and polite communication in similar settings. By analyzing the adherence to and violations of politeness maxims, it becomes possible to enhance communication strategies and foster positive interactions between participants.

B. Suggestion

Based on the research findings and limitations outlined in this study, several suggestions can be made for future research and readers of this study. Firstly, future researchers should consider collecting data from multiple interview programs to ensure diversity, comparability, and generalizability of the findings. This will provide a more comprehensive understanding of politeness in talk show

contexts.

It is also important for future researchers to be aware of the limitations and challenges that may arise during the data collection and analysis process. Care should be taken to ensure that no data is missed during transcription and classification, and a thorough understanding of the theory being used is essential for accurate interpretation of the findings.

For linguistic learners, this research can serve as a valuable reference for understanding interpersonal speech in talk shows and analyzing data in various linguistic studies. The complexity of data analysis and interpretation should be taken into account when conducting similar research using Leech's politeness theory and talk show contexts.

Furthermore, for language learners using YouTube as a learning medium, it is important to be selective in choosing videos for language improvement. This research can be used as an alternative resource for selecting talk shows as a medium for improving language skills, particularly in terms of polite language usage.

Creativity in applying good language principles is encouraged to ensure effective and engaging communication. The research findings can serve as a valuable source of information and reference for future researchers interested in similar topics, contributing to the study of politeness maxims and their implications.

Overall, this study provides a foundation for further exploration of linguistic principles, specifically politeness, in diverse contexts. Future research can delve

into more complex discussions focusing on different objects and expand on the understanding of politeness in various communication settings.

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APPENDIX
TABLE OF DATA CLASSIFICATION

NO	POLITENESS MAXIM	DATA
1	Tact	<p>Commanding indirectly using “Please” when the Talk show was going to started. (Ellen: “Please welcome for the best guest on this stage, best singer of the year.. Taylor Swift.”)</p> <p>Then, this pair of speech is said to be polite and enter into compliance with the tact maxim because it maximizes the benefits of other parties in speaking activities. (Taylor: “I do. Because when you shave your legs, the shaving cream is like soap, right?”)</p> <p>Ellen: “Yeah. I think that's the reason that most women wash their legs, because we have to, because we shave our legs.)</p> <p>Violation :</p> <p>When it does not maximize the benefits of other parties in telling activities.</p> <p>Ellen: "Yes..yes. And now you do it to yourself."</p> <p>Taylor: "It's common, it is great sounds if you go back and watched on YouTube, listen for her laugh and then who be ones that is embarrassing not the one like that."</p>
2	Generosity	<p>When Ellen said that Taylor didn't have to bother promoting to sell her album because she was good enough with the work she was</p>

		<p>producing and people would know about her album themselves. But Taylor Swift at that time did not want to be like that. She has felt that his fans are something very precious to her.</p> <p>Ellen: "I mean usually people go to promote their music, because it help sold album. You didn't have to do that. "</p> <p>Taylor: "That was nice to be said, I mean .."</p> <p>Ellen: "True."</p> <p>Taylor: "I'm having fun being back here, it's been really great being back here and I like. I definitely do, I think this is a songwriter. I enjoy communicating about what I made like I really do like that part of the process, but I also just feel like with my career. I wanna do what I feel right at the time.</p> <p>Violation :</p> <p>Ellen conveyed an unkind sentence that accused Taylor of not washing her feet.</p> <p>Taylor: "I'm the right side history then."</p> <p>Ellen: "Unless you're not shaving, and then you're not washing. So whenever you are not shaving, you don't wash you are saying. "</p>
3	Praise	<p>Ellen praised Taylor Swift's attitude and abilities. Ellen's words that say "it's all works out for you" revealed that Ellen complimented that Taylor was great and deserved it all</p> <p>Ellen: "You know it's true, because you didn't</p>

		<p>worry about how certain people do things. You do things your own way, and it's all works out for you. "</p> <p>Taylor: "Thank you so much."</p> <p>Violation : Ellen's utterances tend to denigrate and vilify the other party, namely Taylor who has convinced her that she washes and shaves her legs every day but ends up being mocked by Ellen.</p> <p>Taylor: "But I kind of always shave my legs." Ellen: "Everyday?" Taylor: "Well, I mean, yeah." Ellen: "Everyday?" Taylor: "Yeah." Ellen: "You must be hairy."</p>
4	Humility	<p>This was seen when Ellen said "you are the best girl" which proved that she was no better than Taylor.</p> <p>Taylor: "Oh .. it's not amateur our." Ellen: "No..no .. I'm not gonna ever, because I can't top how I did it the first time, you are the best girl, well I don't know this assumption are pretty good too. "</p> <p>Violation : Taylor brags by saying that she carries a reputation that makes her great and dares to appear confident at the event. Taylor also boasted with words that contain the</p>

		<p>advantages of herself and interests alone.</p> <p>Ellen: "Okay, and now you are comeback."</p> <p>Taylor: "I'm back. Yeah, I had a comeback. I mean .. I had an album come rocket reputation and I really ... [AUDIENCE CLAPPING HAND] "</p>
5	Agreement	<p>In Taylor's speech to meet Ellen, there is a word repetition that is fun. This shows that Taylor agrees with Ellen's utterance.</p> <p>Ellen: "That must have been so fun to shoot."</p> <p>Taylor: "It was so fun."</p> <p>Violation :</p> <p>Ellen: "Unless you're not shaving, and then you're not washing. So whenever you are not shaving, you don't wash you are saying. "</p> <p>Taylor: "No. I don't think I would say that. "</p> <p>There is a discrepancy in Taylor's speech in response to Ellen. Taylor issued the word "no", meaning that she did not agree with the previous utterance.</p>
6	Sympathy	<p>This can be seen from Ellen who responded to Taylor's speech, which said that he needed to sort her thoughts to answer Ellen's questions.</p> <p>Ellen: "What's your favorite place to go on holiday? Like cold, do you like snowing, do</p>

		<p>you like island? "</p> <p>Taylor: "I'm sorting."</p> <p>Ellen: "Sorry. Please stay quite."</p> <p>Violation :</p> <p>When Taylor said that it took him four years to improve her condition, Ellen responded with disrespect.</p> <p>Taylor: "Yeah, four years I was through recovering from the fall."</p> <p>Ellen: "No..no .. that, but look at all the content we had and you haven't been here four years. You think you wanna comeback cause you had so much fun?"</p>
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CURRICULUM VITAE



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