

**THE POLITENESS STRATEGIES OF DIRECTIVE
ILLOCUTIONARY ACTS BY OPRAH WINFREY IN THE OPRAH
WINFREY SHOW**

THESIS

**BY
AMALIA KARIEN
NIM 0811113066**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURE STUDIES
UNIVERSITAS BRAWIJAYA
2013**

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THESIS

**Presented to
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in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

**BY
AMALIA KARIEN
NIM 0811113066**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURE STUDIES
UNIVERSITAS BRAWIJAYA
2013**

DECLARATION OF AUTHORSHIP

Herewith I,

Name : Amalia Karien

NIM : 0811113066

Address : Jalan Semanggi Barat 22, Malang

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NIM 0811113066

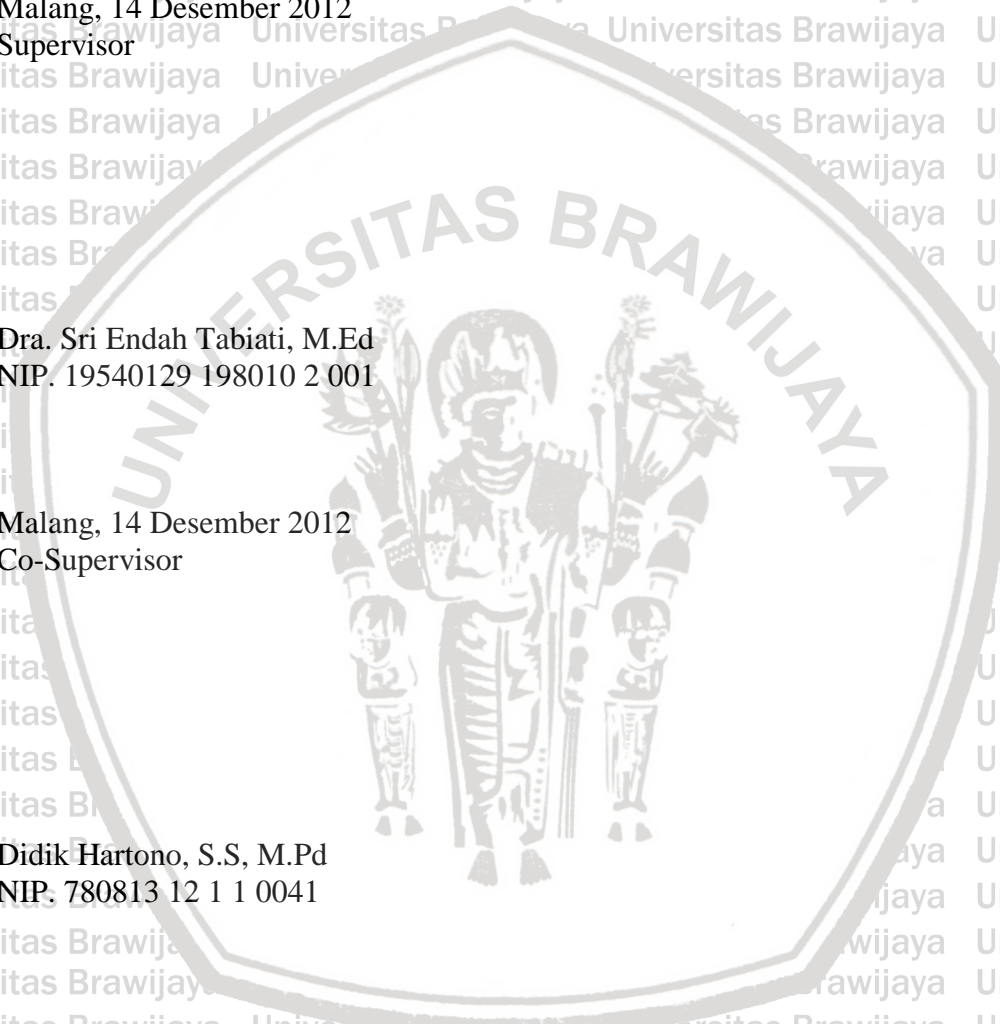
This is to certify that the *Sarjana* thesis of **Amalia Karien** has been approved by the Board of Supervisors

Malang, 14 Desember 2012
Supervisor

Dra. Sri Endah Tabiati, M.Ed
NIP. 19540129 198010 2 001

Malang, 14 Desember 2012
Co-Supervisor

Didik Hartono, S.S, M.Pd
NIP. 780813 12 1 1 0041



This is to certify that the Sarjana thesis of Amalia Karien has been approved by the Board of Examiners as one of the requirements for the degree of Sarjana Sastra

Iis Nur Rodliyah, M.Ed
NIP. 19760607 200312 2 004

Dra. Sri Endah Tabiati, M.Ed
NIP. 19540129 198010 2 001

Didik Hartono, S.S, M.Pd
NIP. 780813 12 1 1 0041

Acknowledged by,
Head of Study Program of English

Sighted by,
Head of Department of Language and Literature

Fatimah, M.Appl.Ling.
NIP. 19751125 200212 2 002

Syariful Muttaqin, M.A
NIP. 19751101 200312 1 001

ABSTRACT

Karien, Amalia. (2012). **The Politeness Strategies of Directive Illocutionary Acts by Oprah Winfrey in the Oprah Winfrey Show.** Study Program of English, Universitas Brawijaya. Supervisor: Sri Endah Tabiati; Co-Supervisor: Didik Hartono

Keywords: Speech act, directives illocutionary act, face-threatening-act (FTA), politeness strategy, Oprah Winfrey Show.

In communication especially when making directive speech, a speaker uses certain ways or strategies to make the conversation run well. Politeness is applied to develop good relationship and to avoid conflict when having conversation with other people. In this study, the writer is interested in analyze the directive illocutionary function related to politeness strategies and principles used by Oprah Winfrey in the Oprah Winfrey Show. There two problems to be answered, namely: (1) What are the types of politeness strategies used by Oprah Winfrey in making directive Illocutionary acts?; (2) How does Oprah apply the politeness strategies in Oprah Winfrey Show?

This study uses descriptive qualitative approach in relation to the use of clear and systematic description about the phenomena being studied. Document analysis is applied in this study to analyze the politeness strategies in making directive illocutionary acts used by Oprah Winfrey in 'Oprah Winfrey Show'.

The analysis showed that there are two kinds of politeness strategies that are applied in the Oprah Winfrey Show; they are positive politeness strategy and negative politeness strategy. The data are analyzed using Brown and Levinson's theory (1987). The dominant politeness strategy used by Oprah Winfrey is positive politeness strategy dominated by directive illocutionary function which is used to ask something. Oprah Winfrey uses positive politeness strategy as the most dominant strategy in her directive speech acts since she wants to strengthen social relationships with the addressee (Obama). The politeness strategies are used to reduce the FTA.

The writer expects that this study can give contribution to the further researches. The next researchers who want to conduct a pragmatics study can use the same theory which is applied indifferent speech events.

ABSTRAK

Karien, Amalia. (2012). **Strategi Kesopanan Dalam Tindak Tutur Perintah yang Diterapkan oleh Oprah Winfrey dalam Talkshow Oprah Winfrey**. Program Studi Sastra Inggris, Universitas Brawijaya. Dosen Pembimbing: (I) Sri Endah Tabiati; (II) Didik Hartono

Kata Kunci: Tindak tutur, tindak tutur ilokusi, tindak ancaman wajah, strategi kesopanan, talkshow 'Oprah Winfrey'

Dalam berkomunikasi khususnya pada saat membuat tuturan direktif, penutur menggunakan strategi tertentu untuk membuat komunikasi berjalan dengan lancar. Kesopanan diterapkan untuk menjaga hubungan baik dan menghindari konflik ketika berkomunikasi dengan orang lain. Dalam studi ini, penulis tertarik untuk menganalisa tuturan fungsi direktif yang berhubungan dengan prinsip kesantunan berbahasa yang digunakan oleh penutur dalam percakapan acara Oprah Winfrey Show. Terdapat dua masalah yang harus dijawab dalam penelitian ini, yaitu (1) Strategi kesopanan apa saja yang digunakan oleh Oprah Winfrey dalam membuat tuturan direktif?; dan (2) Bagaimana Oprah menerapkan masing-masing strategi dalam acara Oprah Winfrey Show?"

Penelitian ini menggunakan pendekatan deskriptif kualitatif untuk mendeskripsikan fenomena yang dipelajari dengan jelas dan sistematis. Analisa tekstual digunakan untuk menganalisa strategi kesopanan dalam membuat tindak tutur direktif yang digunakan oleh Oprah Winfrey dalam acara 'Oprah Winfrey Show'.

Analisa membuktikan bahwa terdapat dua macam strategi kesopanan yang digunakan dalam tayangan Oprah Winfrey Show, strategi kesopanan positif dan negatif. Data dianalisis menggunakan teori dari Brown and Levinson (1987). Strategi kesopanan yang paling sering digunakan oleh Oprah Winfrey yaitu strategi kesopanan positif yang didominasi oleh tindak tutur perintah yang digunakan untuk bertanya sesuatu. Oprah Winfrey menggunakan strategi kesantunan positif sebagai strategi yang paling dominan dalam program acaranya karena dalam strategi ini dia ingin memperkuat hubungan sosial dengan lawan bicaranya (Obama). Strategi kesantunan digunakan untuk mengurangi dampak tindak ancaman muka (FTA).

Penulis berharap penelitian ini dapat memberikan kontribusi bagi peneliti selanjutnya. Penulis berharap kepada peneliti selanjutnya yang belajar tentang studi pragmatic dapat menggunakan teori yang sama dengan object tindak tutur yang berbeda.

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Finally, I hope that may this thesis be useful for everyone who needs it and give many advantages to all of people who concern in English language. The constructive criticisms and suggestions are expected from readers.

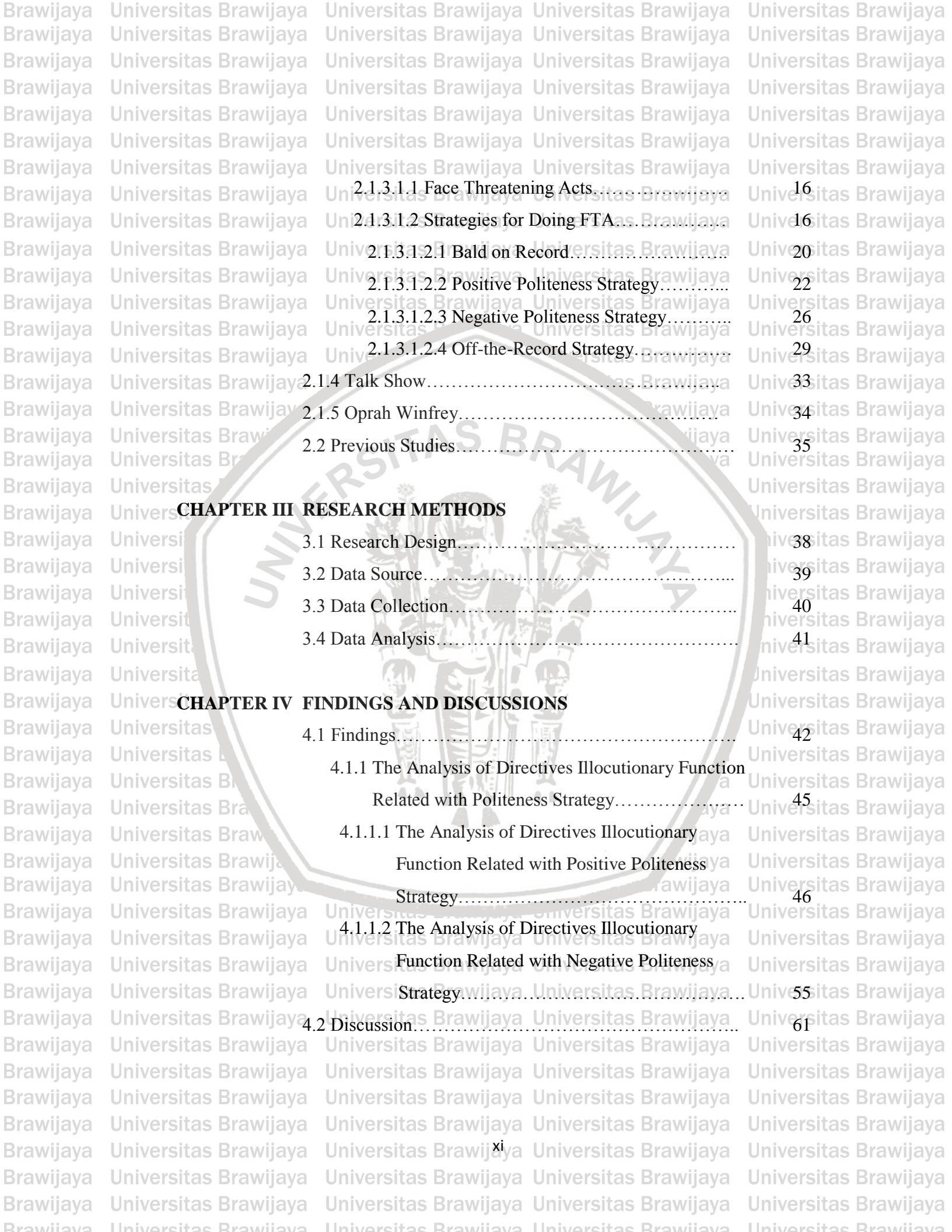
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The writer



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CHAPTER I

INTRODUCTION

This chapter discusses background of the study, problems of the study, objective of the study, and definition of the key terms.

1.1 Background of the Study

Speech act is one of the aspects in pragmatic field and also the act of communication. Grundy (2000, p.275) defines pragmatics as “the study of language used in contextualized communication and the usage principles associated with it”.

By doing speech acts, speaker tries to convey intention and purpose of the communication that is aimed to be understandable by the hearers. Besides showing the act of their speech, people also use strategy in their speech. Politeness is one of the ways to make the conversation run smoothly and acceptably.

According to Yule (1996, p.47), speech acts is “actions performed via utterances”. Moreover, speech acts are acts of communication that do not only say something, but also ‘do’ something. There are three levels of analysis of speech act; locutionary, illocutionary, and perlocutionary. Locutionary is related to words, illocutionary related to the intention, and perlocutionary related to the effect on the hearer (Austin, 1962). Yule (1996, p.53) mentions five types of illocutionary act. The first illocutionary act is declaration. Second, there is an illocutionary act named

directive. The third illocutionary act is commissive. The fourth is expressive illocutionary act. And the last illocutionary act is assertive.

In this study, the writer focuses her attention on directives of illocutionary acts. Levinson (1983, p.240) states, "Directives illocutionary acts are speech acts used by speaker in order to get the addressee to do something". It includes, requesting, questioning, etc. In communication, especially when creating a directive speech, speaker uses politeness's principle in order to do the interaction properly. Yule (1996, p.60) defines politeness as the means in employing the strategy to communicate properly. The sense of politeness of a person will make the other people feel comfortable. Moreover, Grundy (2000, p.275) states that politeness can be seen as the way someone uses language to address the others by considering how the others want to be treated and respected in a communication. It means that politeness tends to respect others feeling.

Previously, there is a research about speech acts that mainly discusses the classification of illocutionary acts, such as in the research by Munawaroh (2007). She just focuses on the classification of illocutionary acts and component of illocutionary in the written media, movie or advertisement. In her finding, she just explains about the classification of illocutionary acts used in Kofi Anan's interview. In this study, the writer is interested in analyzing directive illocutionary act, but not only analyzing and elaborating particularly the classification of directive illocutionary acts, but also in relating to the politeness strategy used by the speaker in making directive illocutionary acts in the interaction of the dialogue in the talk show. The writer relates

the directive illocutionary speech acts with politeness strategy because speech act has a close relationship with politeness. The writer thinks that politeness may help the speech act be successful, like when someone wants to motivate others, he/she may take a polite approach to make the conversation run smoothly and acceptably.

Based on the previous study, the writer focuses her research on the study of directive illocutionary act related to the politeness strategy. The reason is a specification in certain research will reach a better and deeper understanding.

Besides, the writer thinks that directive illocutionary act is an act that is vulnerable to politeness value, especially to those with high social status. The writer chooses Oprah

Winfrey as her research object. Based on the information in <http://www.woopidoo.com/biography/oprah-winfrey.htm> states that,

“The Oprah Winfrey Show went on to become one of the most successful and highest ranked television talk show programs in history with the Oprah Winfrey as the host of the program. The program is viewed by more than 20 million Americans every week and broadcasted internationally to more than one hundred countries worldwide. The daytime talk show focuses on issues close to Winfrey's heart such as celebrity interviews and discussions of social issues.”

The writer intends to analyze the directive of illocutionary act related to the politeness strategy of the host in the Oprah Winfrey Show. This study is expected to provide additional information to the students of English Study Program, doing Linguistics major, because it can be a reference for their additional background of Pragmatics, mainly about speech acts and politeness strategies. Furthermore, the

result of this study is expected to give additional knowledge for the future researcher to study about directive illocutionary acts and politeness strategy in the conversation.

In this present study, the writer is interested in examining how the host give questions in the form of directives like ordering, requesting, questioning, asking, advising with polite sentences and not to be offensive to the guests, so that they can express their feeling well. Therefore, the writer combines the speech act and politeness strategy theory in study entitled “**The Politeness Strategies of Directive**

Illocutionary Acts by Oprah Winfrey in The Oprah Winfrey Show”.

1.2 Problem of the Study

In accordance to the background above, this study aims at answering the following questions:

1. What are the types of politeness strategies used by Oprah Winfrey in making directive illocutionary function?
2. How does Oprah apply the politeness strategies in Oprah Winfrey Show?

1.3 Objectives of the Study

In line with the problems of the study, the purposes of the study are as follows:

1. To identify the types of politeness strategies in making directive illocutionary function.
2. Describe how Oprah applies them in Oprah Winfrey Show.

1.4 Definition of Key Terms

In order to make the readers follow and understand the discussion of this study better, several key terms are considered to be important to elaborate. The key terms are:

1. Speech Act

Speech act is an action performed by the use of utterance to communicate (George Yule, 1996).

2. Directive Illocutionary Act

Directive illocutionary acts are speech acts used by speaker in order to get the addressee to do something. It includes, requesting, questioning, et cetera (Levinson, 1983).

3. Face

Face is the property that all human have and it is broadly comparable to self esteem (Grundy, 2000).

4. FTA

FTA is an act that infringes the hearer face or damages the other self esteem (Brown And Levinson, 1987).

5. Politeness Strategy

Politeness strategy is a strategy in the social communication to minimize an act that potentially damages the hearer's self esteem (Brown and Levinson, 1987).

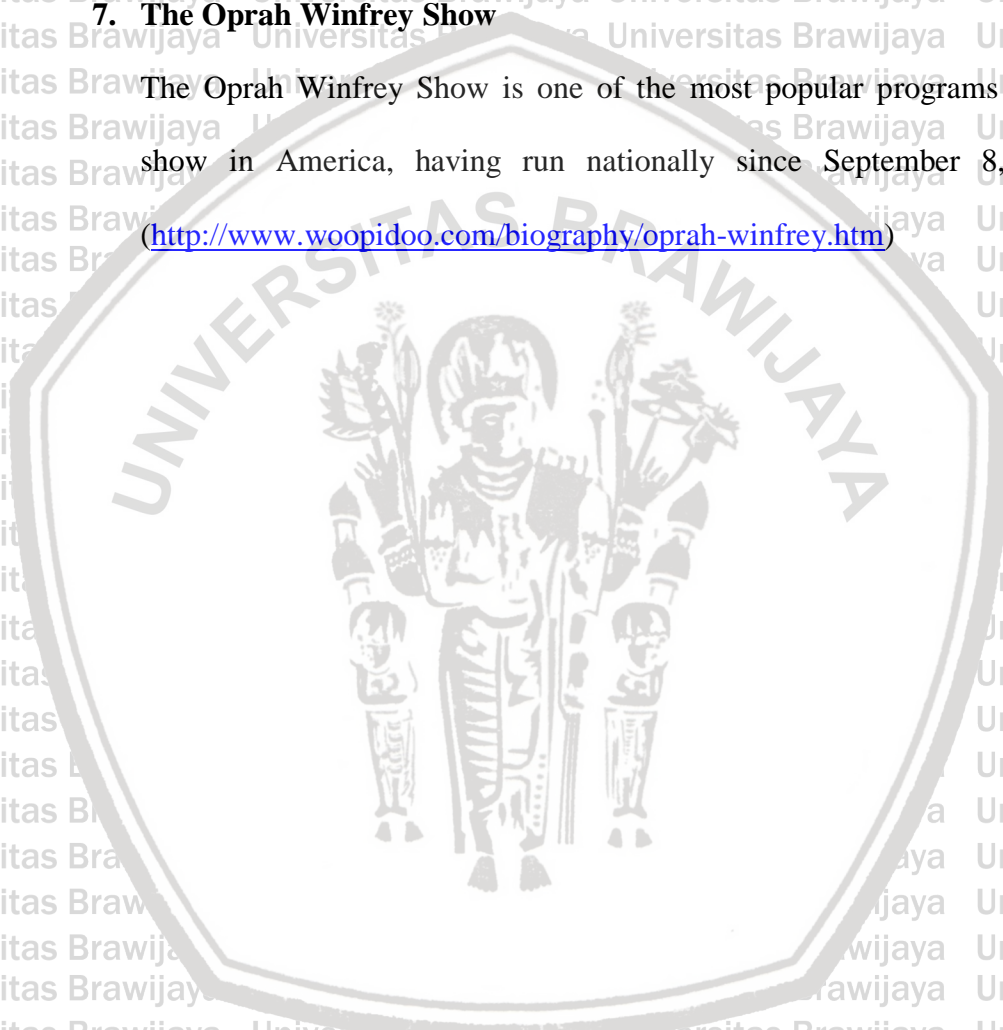
6. Oprah Winfrey

Oprah Winfrey is the broadcaster of Oprah Winfrey Show of talk show program (<http://www.woopidoo.com/biography/oprah-winfrey.htm>)

7. The Oprah Winfrey Show

The Oprah Winfrey Show is one of the most popular programs of talk show in America, having run nationally since September 8, 1986.

(<http://www.woopidoo.com/biography/oprah-winfrey.htm>)



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter deals with the review of related theories underlying the analysis of this research and the previous study.

2.1 Theoretical Framework

In this part, the writer presents the theories that would be used to help the writer to analyze the data. The writer reviews some theories related to the study in this chapter. They are theories of pragmatics, speech act, illocutionary act, politeness strategy. The writer connects those theories to the focus of the study.

2.1.1 Pragmatics

Pragmatics is a branch of linguistics concerned with the use of language in social contexts and the ways in which people produce and comprehend meanings through language (Brown, 1987, p.27). When we think about meaning, it is also important to take into account the contribution of context. The social context refers to the social relationship among speakers and hearers in communication and the role of pragmatics is to understand how context affects the meaning of certain utterances. For example, when two people come into a library and they are talking really loud. They sit at your table and continue their babbling. Then, you look up them and say, "Excuse me could you please speak up a bit more? I missed what you said." In that

sentence there is intended meaning between the speaker and the hearer. The literal meaning (please speak up) departs so much from what its intended meaning (shut up!). In other words, pragmatics is the study of the aspects of meaning and language use that are dependent on the speaker, the addressee, and other features of the context of utterance.

Besides, Grundy (2000, p.275) states, "Pragmatics as the study of language used in contextualized communication and the usage principles associated with it." In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, time, et cetera.

Moreover Jacob (2001, p.6) states, "Pragmatics is the study of the use of language in human communication as determined by the conditions of society". It means that the use of language for various purposes is governed by the conditions of society, because these conditions determine the control of their communicative means. Meanwhile Yule (1996, p.127) states, "Pragmatics is the study of 'invisible meaning', or how people recognize what is meant even when it is not actually said or written". All in all, we can conclude that pragmatics is a branch of linguistics studying a hidden meaning, which can be understood if we know the context of utterances.

As a system, language can not be separated from social and cultural context where language is used. Pragmatics is a component that plays a role in the community where the language is acceptable or not in view of the compatibility in the rules of socio-cultural with the community. Pragmatics encompasses speech act

theory, felicity conditions, conversational implicature, the cooperative principle, deixis, speech act, politeness, and etcetera. In this study the writer takes speech act and politeness strategy as a topic in pragmatics. The writer examines the terms of the purpose and functions of speech, in this case the purpose and function of the imperative speech in English. Speech acts have a relationship with politeness, because in order to be polite we should know the effect of our utterance on our hearer.

2.1.2 Speech Act

The study of how we do things with sentences is the study of speech acts. According to Yule (1996, p.132) a speech act is an action by using a sentence to communicate with other.

We consider interpreting the meaning of sentences is some ways, in terms of what speaker of those sentences intended to convey. What we have not yet explored is the fact that we also usually know how speakers intend us to 'take' (or interpret the function of) what they say. In very general terms, we can usually recognize the type of 'act' performed by a speaker in uttering a sentence. The use of the term speech act covers 'actions' such as requesting, commanding, questioning, and informing.

Besides, Jacob (2001, p.94) states that a speech act is never just an 'act of speech', but should be considered in the total situation of activity of which it is a part, and therefore, it is always a pragmatic act, rather than a mere speech act. While Austin (as cited in Levinson, 1983, p.236) says that speech act is the actions performed in saying something. The action of perform when an utterance is produced

can be analyzed on three different levels. They are 1) Locutionary, 2) Illocutionary, 3) Perlocutionary.

Locution is “what is said”. Whenever a speaker produces an utterance, he/she performs a locutionary act. This is simply the act of producing a linguistically well-performed and meaningful expression.

Illocutionary is “what is done in uttering the words”. The illocutionary act is the function of the utterance that the speaker has in mind, i.e., the communicative purpose that is intended or achieved by the utterance. Another example is the statement “It’s hot in here”. This sentence can have the illocutionary force of a statement, an offer, an explanation, or a request. It might be uttered by someone who is experiencing heat in a crowded room to just comment on the weather. It can also be uttered by a person who intends to open the windows so that everyone in the room can enjoy the fresh air.

Perlocutionary is “what is done by uttering the words”, it is the reaction of the hearer. It occurs when we want a speech act to have an effect when we utter that statement. When saying “Could you please pass me the salt?”, the speaker wishes the act of passing to be performed. This is the perlocutionary force. The perlocutionary act refers to the hearer’s recognition of the illocutionary act and response to it (that is, the hearer may feel amused, annoyed, as a consequence of the speaker’s utterance).

To distinguish those types of speech acts, here are the examples that are shown by Grundy (2000, p.49) clearly:

It's you again

1. Locutionary act:

The person who comes has come several times.

2. Illocutionary act:

The speaker may be disturbed by the coming (complaining)

3. Perlocutionary act:

The person (who comes) leaves the speaker or saying sorry.

Among three acts, the illocutionary act is regarded as the most important act especially in directive illocutionary act, in this case is Oprah Winfrey as the host of the program of The Oprah Winfrey Show. The Oprah Winfrey Show is an American syndicated talk show, hosted and produced by its namesake Oprah Winfrey, and is the highest-rated talk show in American television story. This study is conducted to analyze how polite the host (Oprah Winfrey) if she want to ask the guest who has different social status with some questions.

2.1.2.1 Illocutionary Acts

Illocutionary act is a branch of speech act which focuses on the intention of the speaker's utterance. It emphasizes on saying and doing something if certain situations are possible to be met. For example, in order to successfully perform a promise I must make clear to my audience that the promise occurs, and undertake an obligation to do the promised thing, hence promising is an illocutionary act in the present sense.

As explained above that illocutionary act combines the performance of saying and doing something. Austin (1962, p. 151-152) distinguishes five very general classes of illocutionary act, names:

1. Verdictives: giving a verdict, estimate, grade, and appraisal.
2. Exercitives: in exercising power, right, or influences as in an expression of appointing, ordering, warning, and advising. For example: I pronounce you husband and wife.
3. Commisives: promising or undertaking and committing one to do something by. For example: *I hereby bequeath*.
4. Behabitives: having to do with such matters as apologizing, congratulating, blessing, cursing, or challenging. For example "*I apologize*".
5. Expositives: related with how one makes utterances fit into an argument or exposition. For example: "*I argue*", "*I assume*".

While Searle (cited in Cutting, 2002, p.17) divided illocutionary into five types:

1. *Representatives or assertives*; the speaker committed to the truth of proposition. It includes: Affirming, believing, boasting, claiming, complaining, concluding, informing, reporting, stating, and suggesting.
2. *Directives*; the speaker tries to get the hearer to do something. Note that the action must be future and voluntary because it is impossible to ask someone to perform an action in the past or to do something which is not a matter of

human will. It includes: Advising, asking, begging, challenging, commanding, ordering, recommending, and requesting.

3. *Commissives*; the speaker is commits himself or herself to the performance of an action. This action must be future and voluntary. It includes: Offering, promising, threatening, and vowing.

4. *Expressives*; the speaker expresses an attitude about some state of affairs. It includes: apologizing, blaming, congratulating, pardoning, praising, thanking, and welcoming.

5. *Declarative*; the speaker declares about the correspondence between the propositional content and reality. It includes: Appointing, naming, resigning, and sentencing.

In this study, the writer uses the types of Illocutionary theory by Levinson which just focuses on the directive illocutionary acts. Directive illocutionary acts is an act when the speaker attempts to get the listener to do something. It means that directives are trying to make the listener perform an action. The kinds of directives are: ordering, commanding, requesting, begging, explaining, advising, warning, recommending, asking, and so on). Example: "Could you close the window?".

2.1.3 Politeness

People use politeness as communication strategy to maintain and develop relationship. Brown and Levinson (1987) define politeness as behaving a way that attempts to take into account the feeling of people being addressed. In other words,

being polite means that we try to keep our manners or behaviors and our language not to hurt other people's feelings. Besides, Yule (1996, p.60) defines politeness as the means employed to show awareness of another person's face. Face means the public self-image of a person. It refers to that emotional and social sense of self that everyone has and expects everyone else to recognize. If a speaker says something that represents a threat to another individual's expectations regarding self-image, it is described as face threatening act and speaker can use face saving act to lessen the possible threat of face threatening act (Yule, 1996, p.61).

Moreover, Brown and Levinson's (1987) politeness theory explains that politeness is believed to be a universal phenomenon, but its realization varies according to the culture. This suggests that while an act is seen as polite in one culture, it will not be necessarily the case in another, and vice versa.

The way people ask for help is a good example of the kind of cross cultural problems that are caused by the different points of view of Eastern and Western cultures. Based on the information from www.kwintessential.co.uk, Indonesians have a tendency to give an order or a command if they ask for help from someone 'beneath' them. The Indonesian point of view is based on the idea that society is divided into classes. The higher class or the powerful class has a privilege to command the lower class, for example servants or employees. Asking for help usually begins with a command form, for example "Do it right now!".

In contrast, in the Western cultures for example in Australia, the number one rule is to avoid giving a direct command when you ask for help no matter who you

are talking to. In their culture they have to treat people equally and show respect for their personal autonomy. Australians prefer to ask indirectly, for example “Would you bring that glass for me please?”. In conclude, to be polite is dependent on the culture of each country. In this study, the writer use the theory of politeness by Brown and Levinson (1987) because this theory can explain linguistic politeness in face to face interactions with three determinants of high and low scale ratings of politeness in speech, they are contextual, social, and cultural.

2.1.3.1 Theory of Politeness by Brown and Levinson (1987)

According to Brown and Levinson (1987, p.61), politeness strategy is developed to save the hearer’s face. Face refers to the respect that an individual has for him or herself, and maintaining that “self-esteem” in public or in private situations. Brown and Levinson (1987, p.61) state that there are two types of face in an interaction:

- a. Negative face: the want of every ‘competent adult member’ that his actions can be unimpeded by others.
- b. Positive face: the want of every member that his wants be desirable to at least some others.

In general, people cooperate in maintaining face in interaction and such cooperation is based on the mutual vulnerability of face. Thus, normally everyone’s face depends on everyone else’s is being maintained.

2.1.3.1.1 Face Threatening Act

In our daily life, we can find acts that do not satisfy the 'face wants' of the speaker and the hearer. The acts that threaten either positive or negative face of the hearer are called 'Face Threatening Act' (Brown and Levinson, 1987, p.65). Brown and Levinson define politeness as redressive action taken to counter-balance the disruptive effect of face-threatening acts (FTAs). In their theory, communication is seen as potentially dangerous and antagonistic. They explain politeness by deriving it from more fundamental ideas of what it is to be a human being. The basic concept of their model is face. This is defined as the public self image that every member (of society) wants to claim for himself. Moreover, Brown and Levinson (1987, p.65) explain that Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his/her self esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTAs. Usually speakers (S) try to avoid embarrassing the other person (H) or making them uncomfortable.

2.1.3.1.2 Strategies for doing FTA

In the context of the mutual vulnerability of face, any rational agent will seek to avoid face threatening acts, or will employ certain strategies to minimize the threat.

The possible strategies for doing the FTA are shown below:

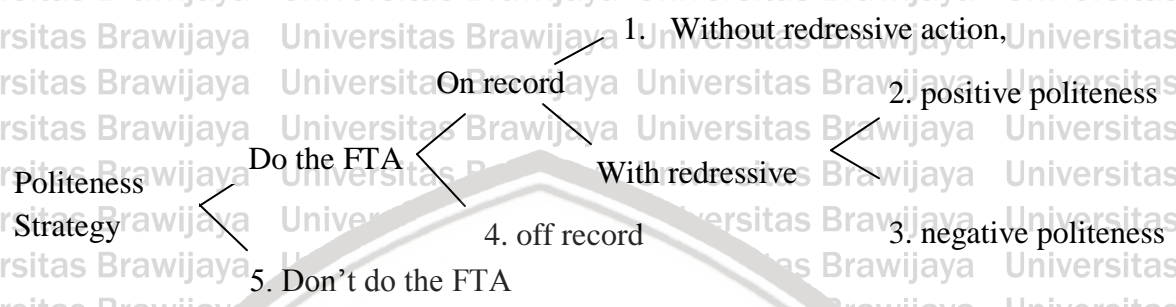


Fig 2.1 Possible strategies for doing FTAs (Brown and Levinson, 1987, p.69)

A person will take into consideration the relative weightings of (at least) three wants: (a) the wants to communicate the content of the FTA x , (b) the want to be efficient or urgent, and (c) the want to maintain H's face to any degree. Unless (b) is greater than (c), S will want to minimize the threat of his/her FTA.

Brown and Levinson (1987) sum up politeness behavior in facing the FTA in four strategies, which correspond to the examples: on record, negative politeness, positive politeness, and off-the-record or indirect strategy. The following is the figure of communication strategies.

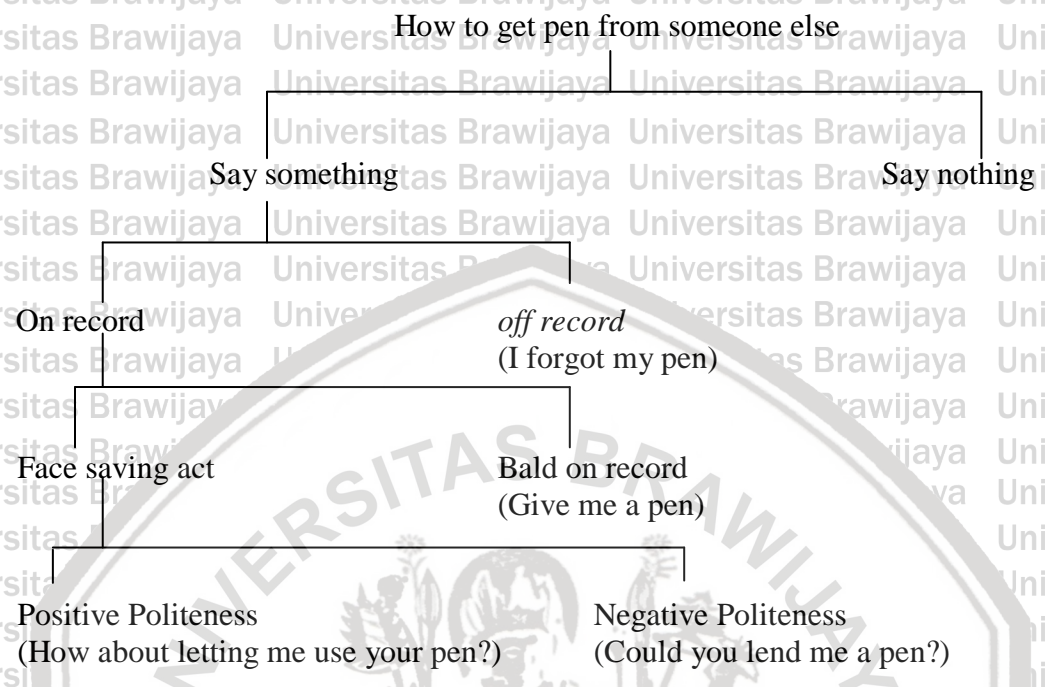


Figure 2.2 Communication Strategies of George Yule

The communication strategies of Yule are almost same with Brown and Levinson's figure. The first strategy in a communication is say nothing. Say nothing means *Doesn't do the FTA* in Brown and Levinson's figure. It happens when a person does not say anything, yet he does something to get the other person's attention and understands what he wants. For example, the figure above shows how to get a pen from someone else. When the speaker uses say nothing strategy, then he will not say a word but try to look for it in his bag.

The other strategy in a communication is say something. Say something means *Do the FTA* in Brown and Levinson's figure. If a person wants to borrow the pen from someone else, he can utter their meaning or their want. The person says something to get his wants. However, in saying something, there are also two

strategies; they are on record and off record. The example of using the off record strategy is by saying “I forgot my pen” when the speaker wants to get a pen from someone else.

The use of on record strategy is also divided into two types. They are face saving act and bald on record. Face saving act means *With Redressive Action* while Bald on record means *Without Redressive Action* in Brown and Levinson’s theory.

Bald on record is used when a person directly asked for something, such as, saying, “Give me a pen”, in order to get a pen from someone else.

There are two types of face saving act strategies in a communication. They are positive and negative politeness. Positives politeness can make the speaker get a greater risk of suffering a refusal (Yule, 1996, p.64). For instance, the utterance of asking a pen, “How about letting me use your pen?”. Then, the negative politeness has a great opportunity for the speaker. This is because the negative politeness is more polite than positive politeness in a communication. Next, it is the example of negative politeness, “Could you lend me a pen?”.

The choice of politeness strategy based on the risk of face loss can be divided into saying something or not. Saying something is divided into doing the FSA (face-saving-act) or not. Doing the FSA is included of on and off record. On record can be done with or without redressive action, in which redressive action contains positive and negative politeness.

2.1.3.1.2.1 Bald on Record Strategy

In the bald on record strategy, the speaker does nothing to minimize threats to the hearer's face. The prime reason for its usage is that whenever a speaker (S) wants to do the FTA with maximum efficiency *more than he wants* to satisfy the hearer's (H's) face, even to any degree, he will chose bald on record strategy (Brown and Levinson, 1987, p.95).

Furthermore, it is usually used by a speaker who holds a relatively high power over the hearer of a lower one, between intimates, or in urgent situation. In using this strategy, the speaker shows little concern to H's face because of his/her power (status which is higher than H), the distance (relationship between speaker which is close), or the 'rate of imposition' (the FTA is small).

Bald on Record strategy is divided into two classes (Brown and Levinson, 1987, p.95), they are:

1) Cases of non-minimization of the face threat

The first type of Bald on Record is used where a maximum efficiency is important and is mutually known by both S and H, and no face redress is necessary.

In other words, Face threat is no minimized, ignored, or irrelevant. The situation where this type of Bald on Record is applied is as follows:

a) Strategy 1: In cases of great urgency or desperation (urgent)

e.g.: "*Stop talking!*" which is more appropriate to use compared to non-urgent expression, "*Would you please stop talking?*"

b) Strategy 2: In case of channel noise or where communication difficulties are found and force to speak with maximum efficiency such calling from the distance and talking in the telephone with a bad condition.

e.g.: "Stay in your room!"

c) Strategy 3: Task-oriented.

In this kind of interaction, face redress may be irrelevant. Such task-orientation can also be in the form of instructions and recipes.

e.g.: "Give me the key."

d) Strategy 4: S's want to satisfy H's face is minimum, either because S is powerful and does not fear retaliation or non-cooperation from H.

e.g.: "Show me the room now!"

e) Strategy 5: S wants to be rude without risk of offending.

S does not care about maintaining face. Usually, rudeness in teasing and joking are socially acceptable.

e.g.: "Cry. Get angry." (when teasing a baby)

f) Strategy 6: Sympathetic advice or warnings.

e.g.: "It's been two weeks to final exam. Be ready!"

g) Strategy 7: Granting permission for something that H has requested.

e.g.: "Of course. You can use my car."

2) Cases of FTA-oriented Bald on Record usage

The second type of Bald on Record involves mutual orientation so that each participant attempts to foresee what the other participant is attempting to foresee.

a) Welcoming.

e.g.: "Come in. Don't hesitate. I'm not busy."

b) Farewell.

e.g.: "Take care of yourself."

c) Offers.

e.g.: "(You must) have some more cake."

2.1.3.1.2.2 Positive Politeness Strategy

According to Brown and Levinson (1987, p.101), positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants should be thought of desirable.

There are fifteen sub-strategies that are used in positive politeness strategies (Brown and Levinson, 1987, p.103-129). They are as follows:

a) Strategy 1: Notice, attend to H (his interest, wants, needs, goods).

In general, this strategy suggests that S pays attention or takes notice of aspects of H's condition (noticeable changes, remarkable possessions, or anything which looks as though H want S to notice and approve of it).

e.g.: *"You must be hungry, it's a long time since breakfast. How about some lunch?"*

b) Strategy 2: Exaggerate (interest approval, sympathy with H).

This is often done with exaggerated intonation, stress, and other aspects of prosodic, as well as with intensifying modifiers.

e.g.: *"What a fantastic garden you have!"*

c) Strategy 3: Intensify interest to H.

S wants to share his interest to H as a form of S's contribution into the conversation. Therefore, S exaggerate fact as well as he makes good story to draw 'uhuh', what do you think?', etc. Sometimes, this can involve switching back between past and present tenses.

e.g.: *"I never imagined that there were thousands beautiful girls in Jim's party last night."*

d) Strategy 4: Use in-group identity markers.

By using any of the innumerable ways to convey in-group membership, S may implicitly claim common ground with H. These include in-group usages of address form (e.g.: buddy, mate, honey, etc.), of language dialect, jargon or slang, and of ellipsis.

e.g.: *"Will you pay for my shopping bills, honey?"*

e) Strategy 5: Seek agreement.

S satisfies and talks about something where it is possible to seek agreement, for example talking about weather or about the school. Agreement

may also be stressed by repeating part or all of what the preceding S has said

in the conversation and by using that function to indicate agreement ('yes', 'really', etc.)

e.g.: *"There was flood in my hometown."*

"Oh my God. Flood!"

f) Strategy 6: Avoid agreement.

S has a desire to agree or appear to agree with H by twisting his utterance.

e.g. H: *"How the girl looked like, beautiful?"*

S: *"Yes, I think she is quite, but not really beautiful, she is certainly not really ugly."*

g) Strategy 7: Presuppose/raise/assert common ground.

S is talking about unrelated topics to show that S is interested in H as the mark of friendship and does not come only to impose him.

e.g.: *"You look so bright today. It must be because MU had defeated Chelsea, right? By the way, can you take me to the airport this afternoon?"*

h) Strategy 8: Jokes.

Jokes can be used to stress the fact that there must be some mutual background knowledge and values that S and H share. That is why, the strategy of joking may be useful in diminishing the social distance between S and H.

e.g.: *"Wow, that's a whopper!"*

i) Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants.

It is the way to indicate that S and H are co-operators, and thus potentially to put pressure on H to cooperate with S. S wants to assert and imply knowledge of H's wants and willingness to fit one's own wants in with them.

e.g.: *"I understand you can do it yourself, but this time, do what I suggested you"*

j) Strategy 10: Offer, promise.

S and H are good co-operators that they share some goals or S is willing to help to achieve those goals. Promise or offer demonstrates S's good attention in satisfying H's positive-face wants, even if they are false.

e.g.: *If you wash the dishes, I'll vacuum the floor.*

k) Strategy 11: Be optimistic.

S assumes that H wants what S's wants for S (or for S and H) and will help obtain them. This usually happens among people with close relationship.

e.g.: *"You'll tell your father that you did it, I hope?"*

l) Strategy 12: Include both S and H in the activity.

Here, S manipulates the subject of an activity is done together. S uses an inclusive 'we' from when S actually means 'you' or 'me'.

e.g.: *If we help each other, I guess, we'll both sink or swim in this course.*

m) Strategy 13: Give (or ask for) reasons.

S uses H as the reason why S wants something so that it will seem reasonable to the hearer. S assumes (via optimism) that there are no good reasons why H should not or cannot cooperate.

e.g.: "Why not lend me your car for the weekend?"

n) Strategy 14: Assume or assert reciprocity.

S asks H to cooperate with him by giving evidence of reciprocal rights or obligations between S and H. Thus, S may say, in effect, "I'll do x for you if you can do y for me".

e.g.: "I'll tell you what it looks like if you tell me where she is now."

o) Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation).

S satisfies H's Positive Face want by giving gift, not only tangible gifts, but human relation wants which are the wants to be liked, admired, cared about, understood, listened to, etc. in other words, this strategy is usually used for the benefit of H.

e.g.: "I'm sorry to hear that".

2.1.3.1.2.3 Negative Politeness Strategy

According to Brown and Levinson (1987, p.129), negative politeness is redressive action addressee's negative face, his want to have his freedom of action unhindered and his attention unimpeded. There are ten strategies of negative politeness (Brown and Levinson, 1987, p.129-210), they are:

a) Strategy 1: Be conventionally indirect.

The speaker tries to be indirect, but at the same time wants to say the intended meaning badly, so there can be misinterpretation of what he means.

He uses an understandable indirect speech acts and includes 'please' or deletion of auxiliary and tense markers, and exclamatory expression.

e.g.: Would you know where Oxford Street is?

b) Strategy 2: Question, hedge.

A hedge is particle, a word or phrase that modifies the degree of membership of a predicate or a noun phrase in a set. This strategy derives from the one not to presume and the one to coerce the H, it is used to modify speech act.

e.g.: Could you please pass the rice?

c) Strategy 3: Be pessimistic.

This strategy gives compensation to H's negative face by explicitly expressing doubt that S can obtain the expected acts from H.

e.g.: "I can't imagine there'd be any hope of you."

d) Strategy 4: Minimize imposition.

The expression may be used to minimize imposition like a tiny little bit, a sip, a taste, a drop, just, a bit serve a minimum favour asked.

e.g.: "I just need it in a few minutes."

e) Strategy 5: Give difference.

S humbles and lower her/himself or S raises H to satisfy H's want to be treated as superior. Here, H has higher social status than S.

e.g.: *"Pardon me Ms, would you mind if I moved the chair?"*

f) Strategy 6: Apologize.

S expresses his reluctance to impinge on H's negative face by apologizing, asking forgiveness, and admitting impingement.

e.g.: *"I'm sorry, it's a lot to ask, but can you lend me a thousand dollars?"*

g) Strategy 7: Impersonalize S and H.

One way of indicating that S does not want to disturb H's face is by saying that as if S is not the subject who does the FTA, or at least not as alone who does the FTA towards H. Besides, the addressees were other than H, or only inclusive of H.

e.g.: *"We feel obliged to warn you that...."*

h) Strategy 8: State the FTA as general rule.

This strategy is used by manipulation that S does not want to disturb H's face, but she/he does is force by circumstance. Then, here the FTA serves as social rule, regulation, or obligation.

e.g.: *"Passengers will please wear the seat belt now" is more polite than*

"You will please wear the seat belt now."

i) Strategy 9: Nominalize.

In English, degree of negative politeness goes hand in hand with the degree of formality. It is used to distance the speaker and add formality.

e.g.: “Your good performance on the stage impressed us favourably” is more formal than “Your performing well on the stage impressed us favourably.”

- j) Strategy 10: Go on record as incurring debt, or as not incurring H.

S redresses an FTA by explicitly claiming his any indebtedness to H.

e.g.: “It wouldn’t be any trouble, I have to go right by there anyway.”

2.1.3.1.2.4 Off-the-Record Strategy

According to Brown and Levinson (1987, p.211), off-record strategy enables speaker to have one interpretation of his act. Thus if the speaker wants to do an FTA but wants to avoid the responsibility for doing it, he can do it Off-Record and leave it up to the addressee to decide how to interpret it. In some way, off-record strategy can be done by violating conversational implicatures as explained by Grice’s (1975) maxims of Quality, Quantity, Relevance, and Manner.

Off-Record is realized by means of fifteen strategies (Brown and Levinson, 1987, p.211-227), they are:

- a) Strategy 1: Give hints.

S says something that is not explicitly relevant. He invites H to search for an interpretation of the possible relevance.

e.g.: *It’s cold in here (Shut the window)*

- b) Strategy 2: Give association clues.

S gives a related of implicature by mentioning something associated with the act required of H, either by precedent in S-H's experience or by mutual knowledge irrespective of their interactional experience.

*e.g.: My house isn't very far away...there's the path that leads to my house
(Please come visit me)*

c) Strategy 3: Presuppose.

S makes H to search for the presupposed preceded event by implicating something.

*e.g.: I washed the car again today (he presupposes that he has done it before
(e.g last week) and therefore may implicate a criticism)*

d) Strategy 4: Understate.

S violates the Quality maxim ('say as much as and no more than is required')

e.g.: "He is good" means "He is awful"

e) Strategy 5: Overstate.

Here, S violates the Quantity maxim by saying more than is necessary.

S exaggerates or chooses a point on a skill which is higher than the actual state of affairs.

e.g.: "I tried to call her a hundred times last night, but I got no answer from her."

f) Strategy 6: Tautologies.

By saying a tautology, S encourages H to look for an informative interpretation of the non-informative utterance.

e.g.: *"If I say I didn't do it. I didn't."*

g) Strategy 7: Contradictions.

In contradictions, S violates the quality maxim (speak the truth, be sincere).

e.g.: *"Well, Billy's not here. He is there."*

h) Strategy 8: Be ironic.

S violates the quality maxim by saying the opposite of what he means.

By saying the opposite of what he means, S can indirectly convey his intended meaning if there are clues that the intended meaning is being conveyed indirectly.

e.g.: *"Wonderful place, uh? (in a messy room)"*

i) Strategy 9: Use metaphors.

S violates quality maxim for metaphors are literally false. Metaphors may be marked with hedging particles (real, sort of, etc) that make their metaphorical status explicit. S uses a metaphor and leaves it to H to interpret its intended meaning.

e.g.: *"Anne is sort of a girl to be admired."*

j) Strategy 10: Use rhetorical questions.

S asks question without intention of obtaining an answer and it is aimed to provide H with the indicated meaning.

e.g.: *"How was I to know?" (I don't know anything).*

k) Strategy 11: Be ambiguous.

S makes a purposeful ambiguity statement and lets H to guess what he means.

e.g.: *"John's a smooth cookie"*

l) Strategy 12: Be vague.

S goes off-record with an FTA by being vague about the object of the FTA is or what the offence is.

e.g.: *"Perhaps someone has done something bad."*

m) Strategy 13: Over-generalize.

S utters rule of installation, which may leave the object of the FTA vaguely off-record.

e.g.: *"Mature people sometimes help do the dishes."*

n) Strategy 14: Displace H.

S goes off-record as to whom the target of the FTA is, or he may pretend to address to someone whom it would not threaten and hope the real target will see the FTA is aimed at him.

e.g.: *A secretary in an office asks another-but with Negative Politeness to pass the stapler in circumstances where a professor is much nearer to the stapler than the other secretary. His face is not threatened and he can choose to do it himself as bonus "free gift".*

o) Strategy 15: Be incomplete, use ellipsis.

S purposely does not finish his utterance and leave an FTA half done, and H thus leaves the implicature “hanging on the air” just as the rhetorical question.
e.g.: “Well, I don’t see you...”

2.1.4 Talk Show

“Talk show” in the Free Dictionary means a television or radio show in which famous people, such as authorities in a particular field, participate in discussions or are interviewed and are requested to answer questions from viewers or listeners.

In this study, the writer uses The Oprah Winfrey Show as the data source of the research. The Oprah Winfrey Show is one of the most popular programs of talk show in America with Oprah Winfrey as the host and pioneer of the program. The show is highly influential, especially with women, and many of its topics penetrate into American pop-cultural consciousness. Oprah eventually transformed her series into a more positive, spiritually uplifting experience marked by book clubs, celebrity interviews, self improvement segments, and philanthropic forays into world events.

The Oprah Winfrey Show went on to become the most successful and highest ranked television talk show program in history. The program is viewed by more than 20 million Americans (USA) every week and broadcast internationally to more than one hundred and twenty countries worldwide. Winfrey’s production company “Harpo Productions, Inc” produces the program and she is the host. The daytime talk show focuses on issues close to Winfrey’s heart and she has continued to cover topics of

value to her mostly female audience for more than twenty successful seasons of broadcasting. She also features of the most well known people in entertainment, politics, literature, and the self development industry.
(http://en.wikipedia.org/wiki/The_Oprah_Winfrey_Show)

2.1.5 Oprah Winfrey

Oprah Winfrey was born in Kosciusko, Mississippi on January 29, 1954. She is the most successful female talk show host in American TV history. He pioneered the talk show program with the name "Oprah Winfrey Show" and was broadcast internationally, including in Indonesia. Oprah Winfrey's broadcasting career began at age 17 in the early 1970s; after anchoring and reporting TV news in Nashville, Tennessee and Baltimore, Maryland, she landed a job on the morning show of A.M. Chicago in 1984. In 1986 she launched The Oprah Winfrey Show, a TV talk show which featured celebrity interviews and discussions of social issues. The show was a smash hit and within a decade she was one of the richest women in the United States. "Oprah's Book Club," a feature of her show highlighting new books, became famous for its ability to create bestsellers.

Winfrey has distributed a great fortune through her media and published interests and used her fame and wealth to positively influence the lives of people in need (<http://www.woopidoo.com/biography/oprah-winfrey.htm>). In this study, the writer is interested in examining how the host makes speech function with the polite sentence and not to offend the guests. The writer is interested in the way of

communication of Winfrey because she is the one of America's most influential women who succeeded in making the show interesting.

2.2 Previous Studies

Some studies on Pragmatics have been conducted recently. One of them is the study conducted by Munawaroh (2007) entitled "Illocutionary Acts Used in Kofi Anan's Interview". In her study, she only investigates illocutionary that is used by Kofi Anan's speech. She applied the theory of speech act proposed by Austin (1962) and Searle (1969,1975). In her finding she found that speech act which is focused on Illocutionary Act used by Kofi Anan's interview have some illocutionary acts namely; directives, commissives, expressive, representatives, and also declaratives. She concluded that the majority illocutionary act used by the speaker is representative. Furthermore, the illocutionary verb which is mostly used is suggesting.

From the previous study, the writer found there are similarities between Munawaroh's study and the writer's study. Both of those studies are about Illocutionary act. In contrast, there are some differences between these two studies. Firstly, Munawaroh's study focused on all the types of illocutionary act, while the writer only focuses on the directive illocutionary act. Secondly, Munawaroh's study only focused on the speech act, especially in illocutionary act, while the writer does not only analyze the classification of directive illocutionary acts, but also related to politeness strategy.

Furthermore, another study is the study conducted by Trisnawati (2011) entitled *Directive Illocutionary Acts in Relation to Politeness Strategy in the Historical Movie the King's Speech*. In her study, Trisnawati analyzed what speech acts produced by the speaker in the movie and how the principles of politeness strategies may influence the reasons the speakers to use a certain directives illocutionary acts. The result of this study shows that fifty one speech contains directive illocutionary act, twenty two of which are spoken directly and twenty nine others are told indirectly. Besides, there are forty eight directive illocutionary acts that spoken literally and three others are not literally spoken. Moreover, twenty eight of directive illocutionary acts used bald on record strategy as her dominant strategy.

Based on this study, there are also some differences and similarities between those studies and the writer's. The similarities are those studies analyze directive illocutionary act related to politeness strategy. While the differences between Trisnawati's study and the writer's is the specification of analyzing the directives illocutionary act, Trisnawati's also analyze direct and indirect directive illocutionary act, while the writer just focuses on the function of directive illocutionary act. In her study, Trisnawati analyzes on the movie, therefore she does not only examine the function but also the type of directive illocutionary act. While in this study the writer analyzes a talk show program, so that she only focuses on the function of directive illocutionary act that is spontaneously presented to guests as well as how the principles of the politeness strategy can affect the speakers.

CHAPTER III

RESEARCH METHODS

This chapter deals with the method that the writer applied in this study. It comprises type of research, data sources, data collection, and data analysis.

3.1. Research Design

This study is a descriptive qualitative research, because of several reasons. Firstly, the data being analyzed and interpreted are not manipulated. The data are collected, analyzed, and described in the form of words rather than numerical scores and statistics. It is in accordance with the statement of Ary et al. (2002, p.425), “the qualitative deals with the data that are in the form of word, rather than number and statistics”. Secondly, this study is descriptive because it is meant to gain understanding about speech act related with politeness strategies used by Oprah Winfrey in the Oprah Winfrey Show through descriptive analysis. It is supported by Creswell (1994, p. 145) that states “A qualitative research is descriptive in that the researcher is interested in process, meaning, and understanding gained through word or pictures.

Thirdly, it is qualitative because it deals with language that belongs to a social phenomenon. It aims to describe what happens in a certain condition, nature, or phenomenon of an object of this study.

Meanwhile, for the research approach, this study used document or content analysis since it analyzed the speech act related with politeness strategy by Oprah Winfrey in conversation. This is also supported by Ary, et al. (2002, p. 442) who state “Content or document analysis is a research method applied to written or visual materials for purpose of identifying specified characteristics of the material. The materials analysed can be text books, newspapers, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents”.

3.2 Data Sources

The data sources of this research are the utterances found in Oprah Winfrey’s dialogues known as the host of Oprah Winfrey Show. This data come from the online Oprah Winfrey transcript of the last episode.

In this study, the writer only chooses one episode of Oprah Winfrey Talk Show because this is the last episode of the Oprah Winfrey Show that her guests are also very interesting, they are the President of the United States and his wife. The writer chooses the transcript of Oprah Interview with Barack Obama and his wife as the data of the research. The writer would like to know how politeness is used by Oprah Winfrey to make a conversation with someone who has high social status.

3.3 Data Collection

In this research, the writer plays the single role as a data collector. Ary, et al. (2002, p. 430) state that “The data collection method(s) that are used to gather the data in qualitative research are observation, interviewing, and document analysis”.

The writer was the one who gathered the speech transcripts and the library reviews in the form of books with related theory. As a single research instrument, the writer worked independently on the steps of choosing the research methods and doing the research analysis. The writer conducts the steps as follows:

1. Browsing the Oprah’s transcript and downloading the transcript from the internet at <http://www.oprah.com/oprahshow/President-Obama-and-First-Lady-Michelle-Obama> on Sunday, April 8, 2012.
2. Downloading video of Oprah Winfrey for the data accuracy.
3. Reading all of the utterances in the transcript.
4. Collect the utterances containing directive illocutionary function and politeness strategies by reads carefully the transcript.
5. Preparing the data to be analyzed.

3.4 Data Analysis

After collecting the data, the writer will be analyzing the data according to the following processes:

1. Choosing the utterances which are produced by Oprah Winfrey containing directive illocutionary function and politeness strategies.
2. Analyzing the data based on the theory and then giving brief information on what strategies were chosen by her. To answer the possible reasons for choosing the strategy that was used by Oprah Winfrey in every directive illocutionary function. The writer did it based from the answers given by Oprah's guest.
3. Grouping the data that have been analyzed into tables in 4 categories, they are bald on record strategy, negative politeness strategy, positive politeness strategy, and off-record strategy.
4. Drawing conclusion based on the result of the discussion.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter discusses the findings of the study that covers the kinds of politeness strategies in making directive illocutionary function were used by Oprah Winfrey in Oprah Winfrey Show.

4.1 Findings

The data that used in this research is taken from the script of the last episode in Oprah Winfrey Show. Here the writer takes only the language used by Oprah Winfrey in Oprah Winfrey Show. There are 15 utterances containing directives illocutionary function and politeness strategies found in the transcript of Oprah Winfrey Show. In the analysis the writer relates Oprah's utterances with the response of Obama as shown in the appendix. Because of space limitations, the writer only shows the Oprah's utterance in the table. The answer of the guests can be seen in the appendix. The data are presented in the following table 4.1.

Table 4.1 Findings of the Data Containing Directives Illocutionary Function and Politeness Strategies in Oprah Winfrey Show

No	Line	Data (Utterances)	Directive Illocutionary Function	Politeness Strategy
1	11	There's a line in <i>The Autobiography of Miss Jane Pittman</i> [a 1974 TV movie based on Ernest J. Gaines's novel] when Jane is holding a baby and asking, "Will you be the One?" While you were speaking, I was alone in my sitting room cheering and saying, "I think this is the One."	Directives-asking	Positive politeness-Seek Agreement
2	23	How do you define yourself as a leader?	Directives-asking	Negative politeness-Question,hedge
3	31	You were so young when you wrote <i>Dreams from My Father</i> . Why did you decide to write a memoir at 33?	Directives-asking	Positive politeness-Exaggerate
4	43	When did you first realize that you were a little black kid? Was it the incident you wrote about, in the seventh grade, when someone called you "coon"?	Directives-asking	Positive politeness-Give (or ask for) reasons
5	88	Do you think we've lost the belief that we can succeed? I was talking with Skip Gates [Henry Louis Gates, scholar of African-American history and culture], and he was saying how ironic it is that our parents believed that their little nappy-headed boys and girls could grow up and be somebody if they worked twice as hard.	Directives-asking	Negative politeness-Impersonalize S and H
6	96	Let's go to the night of the 2004 Democratic convention. Could you explain to us how were you chosen to deliver the keynote speech?	Directives-asking	Negative politeness-Question,hedge
7	124	When did you know that about yourself? I've known since I was 3, when I was speaking in church.	Directives-asking	Positive politeness-Presuppose/ assert common ground
8	149	Did that response solidify your message?	Directives-asking	Positive politeness-Give (or ask for) reasons
9	155	What do you want to do with your politics?	Directives-asking	Negative politeness-Be conventionally indirect

Continued table 4.1 Findings of the Data Containing Directives Illocutionary Function and Politeness Strategies in Oprah Winfrey Show

No	Line	Data (Utterances)	Directives Illocutionary Function	Politeness Strategy
10	195	Would you define what you're doing as a new kind of politics? I don't consider myself political, and I seldom interview politicians. So when I decided to talk with you, people around me were like, "What's happened to you?" I said, "I think this is beyond and above politics." It feels like something new.	Directives-recommending	Positive politeness- Seek Agreement
11	213	How do you actually get people to be more empathetic?	Directives-asking	Positive politeness- Give (or ask for) reasons
12	218	You think you'll have time to write more books?	Directive-asking	Negative politeness- Be conventionally indirect
13	223	There was a moment during the eighties, after I'd come to Chicago and my show had been national for a while, that I just felt like all the planets had lined up for me and it was my moment. Do you feel that for yourself?	Directives-explaining	Positive politeness- Seek Agreement
14	292	When you had that guy [a tracker from Barack's opponent's campaign who was following Barack everywhere] in your face every day, how could you not punch him?	Directives-asking	Positive politeness- Intensify interest to H
15	320	Do you think you'll be the first black president?	Directives-Challenging	Negative politeness- Be conventionally indirect

Based on the data description on Table 4.1, there were 15 utterances contained directive illocutionary function that were categorized into positive politeness strategy and negative politeness strategy, while positive politeness strategies were represented in 9 utterances and 6 utterances of negative politeness

strategies. The writer would like to present the analysis of each utterance based on the problem of the study.

4.1.1 The Analysis of Directives Illocutionary Function Related with Politeness Strategies

This research is intended to analyze the directives illocutionary function related to the politeness strategies in conversation between Oprah and the guest Barack Obama in Oprah Winfrey Show. The writer found 15 data of directives illocutionary functions related to politeness strategy. The writer found four types of directives illocutionary functions were used by Oprah in Oprah Winfrey Show, they were asking, recommending, explaining, and challenging. The function of asking becomes the first types of directives illocutionary function mostly used by the speaker.

This finding is to answer the question problem of the study. Below are the findings that analyzed by Brown and Levinson's theory of politeness strategies (1987). The strategies are Bald on Record, Positive Politeness, Negative Politeness, and Off-the-record.

Table 4.2 Distribution of the Types of Politeness Strategies in Oprah Winfrey Show

No	Politeness Strategies	Frequency
1	Bald on Record	0
2	Positive Politeness	9
3	Negative Politeness	6
4	Off-the-record	0
	Total	15

In this study, out of 15 utterances Oprah mostly applies positive politeness strategies which are used 9 times and negative politeness which is used 6 times. Bald on Record and Off-the-record strategy were not used in this study. She didn't use bald on record strategy because in this strategy there is no effort to reduce the impact of the FTA's. Below are the analyses of each utterance containing directive illocutionary function related with politeness strategy.

4.1.1.1 The Analysis of Directives Illocutionary Function Related with Positive Politeness Strategy

In this study, the writer found 9 data of directives illocutionary function related to positive politeness strategy, they are utterances number one, three, four, seven, eight, ten, eleven, thirteen, and fourteen. The writer found three functions of directives illocutionary act used by Oprah in Oprah Winfrey Show, they are asking, recommending, and explaining. The directive illocutionary function of asking is use to tell somebody that you would like them to do something. Moreover, the directive illocutionary function of recommending is use to tell somebody that something is good or useful. The last is the directive illocutionary function of explaining which is used to tell somebody what you have seen or heard. The function of asking becomes the first types of directives illocutionary function mostly used by the speaker.

Positive politeness strategy is the strategy that is mostly used in this study. By using this strategy, the speaker gives an impression that she wants at least some of the

H's wants, or shows that H's want is also interesting to the speaker in order to minimize the face threat. Moreover, the speaker wants to show that he/she respect to the hearer before she makes a questions. The following are examples of the directives speech function containing positive politeness strategies in conversation used by

Oprah Winfrey.

I. Oprah: There's a line in The Autobiography of Miss Jane Pittman [a 1974 TV movie based on Ernest J. Gaines's novel] when Jane is holding a baby and asking, "Will you be the One?" While you were speaking, I was alone in my sitting room cheering and saying, "I think this is the One"

The speech function in these utterances is directive which is used to ask something. The topic of the conversation between Oprah and Obama is that how Obama, as a man from the black society can successfully lead a country. The speaker is asking with the statement. *'There's a line in The Autobiography of Miss Jane Pittman [a 1974 TV movie based on Ernest J. Gaines's novel] when Jane is holding a baby and asking, "Will you be the One?"*

In this part of the interview, the speaker performed positive politeness strategy. She applied positive politeness strategy of Brown and Levinson number five (5) 'Seek Agreement'. Oprah said, "Will you be the one? I think this is one" and then Obama expressed his approval by saying "That's so nice. I think I'm one of the ones". In conclusion, Oprah successfully used her politeness strategies to continue the conversations.

2. **Oprah:** *You were so young when you wrote **Dreams from My Father**. Why did you decide to write a memoir at 33?*

The speech function in these utterances is directive which is used to ask something. The speaker tries to get the hearer to do something. In this case, to do something means answering the questions from the speaker. Oprah asked about Obama's decision to write a memoir 33. The speaker uses directives form as asking something.

In this part of the interview, the speaker performed positive politeness strategy. She applied positive politeness strategy of Brown and Levinson strategy number two (2) 'Exaggerate (interest approval, sympathy with H)'. Oprah showed her sympathy for the Obama when he decided to write a biography in

a very young age. Moreover, the speaker said clearly and the hearer understood about the speaker's means, so that the hearer answer directly and clearly the questions from Oprah.

3. **Oprah:** *When did you first realize that you were a little black kid? Was it the incident you wrote about, in the seventh grade, when someone called you "coon"?*

The speaker used directive form to ask something.Through his question, the speaker tried to ask when Obama did find himself as a black child and how people respect him. In this part of the interactions, Oprah directly asked to Obama. It meant that the speaker used the directive type of illocutionary act. He used his utterance to get someone to do something.

The speaker applied positive politeness strategy of Brown and Levinson strategy number thirteen (13) ‘Give (or ask for) reasons’. It can be seen from her utterances *‘Was it the incident you wrote about, in the seventh grade when someone called you “coon”?’*. The hearer does not need to look for any interpretation in answering the Oprah’s questions. By conducting this strategy, the speaker hopes that the hearer is aware and feels closer to the speaker so that the conversations can run smoothly.

4. **Oprah:** *When did you know that about yourself? I’ve known since I was 3, when I was speaking in church.*

The speaker used directive form to ask something. It meant that she asked other people to do something, as Yule (1996, p.54) says that directive is used to get other people to do something for the speaker. In this case, Oprah wants Obama to answer her question. She asked to Obama when he did begin to recognize himself.

In this part of the interview, the speaker used positive politeness strategy of Brown and Levinson strategy number seven (7) ‘Presuppose/raise/assert common ground’. This is the example of positive politeness strategy by asserting common ground in the conversation. The speaker told about herself first to get explanation from the Obama, this is evident by her utterances *‘I’ve known since I was 3, when I was speaking in church’*. Being polite by asserting common ground is a good thing to maintain their relationship afterward. Finally, her strategy succeeds to keep the conversations run well.

5. ***Oprah:** Did that response solidify your message?*

The speaker used directive form to ask something as the function. The speaker tries to get the listener to do something. In this case, to do something means the speaker wants the hearer to answer her question. She asked Obama to give her an explanation about the response that solidifies his message in his politics. It showed the directive function of illocutionary act type.

In this part of the conversations, the speaker used positive politeness strategy of Brown and Levinson strategy number thirteen (13) 'Give (or ask for) reasons'. Oprah wanted to know why Obama did want to entry in the political world. She wanted to know the strongest reason that makes Obama entered politics. So, she used this strategy to know the reason of it.

6. ***Oprah:** Would you define what you're doing as a new kind of politics? I don't consider myself political, and I seldom interview politicians. So when I decided to talk with you, people around me were like, "What's happened to you?" I said, "I think this is beyond and above politics." It feels like something new.*

The speaker used directive form to recommend something as the function. She tries to get the listener to do something. Oprah recommended to the public that whatever happens to her was something new, not something that contained a certain purpose. So, when Oprah decided to invite Obama as her guest, she took this as a new challenge, not something that deals with political. In this case, the listener means the hearer and the audiences.

In this part of the conversations, the speaker used positive politeness strategy of Brown and Levinson strategy number five (5) 'Seek Agreement'. In order to redress the potential threat of some FTAs, the speaker may also used positive politeness strategy to stress the cooperation with the hearer in doing conversation.

One of the ways is by seek agreement with the hearer. Oprah wanted to know what Obama did was a new political. Furthermore, to avoid the FTA, the speaker used agreement strategy by telling herself first, she told that she also did something new in the Oprah Winfrey Show. Oprah was successful in making this strategy to keep the conversations. This was evident from the answer given by Obama; he also said "*I hope it's new*".

7. ***Oprah: How do you actually get people to be more empathetic?***

The way of speaker performed was directive used to ask something as the function. She tries to get the listener to do something. It means that the speaker wants the hearer answer her question well.

In this part of the conversations, the speaker used positive politeness strategy of Brown and Levinson strategy number thirteen (13) 'Give (or ask for) reason'. Oprah asked Obama about how he got people to be more empathetic in his politics. Actually Oprah wanted to ask whether the book was one way to attract sympathy, but she wanted to be polite and didn't want make the hearer feel disrespected. And finally Oprah was successful in making Obama answer her

question. Obama said that book as part of his politics. This strategy succeeded in making the conversation run smoothly.

8. **Oprah:** *There was a moment during the eighties, after I'd come to Chicago and my show had been national for a while, that I just felt like all the planets had lined up for me and it was my moment. Do you feel that for yourself?*

In this time, the speaker performed directive speech to explain something. The speaker explained her personal experience. The speaker felt the world on her side when her show successful broadcast nationally. The directive function was explicitly shown by telling the speaker's experience first.

In this part of the conversations, the speaker used positive politeness strategy of Brown and Levinson strategy number five (5) 'Seek Agreement'. This was evidenced from the Oprah's utterances "*There was a moment during the eighties, after I'd come to Chicago and my show had been national for a while, that I just felt like all the planets had lined up for me and it was my moment*". Firstly, the speaker told about herself, and then she asked about the hearer's feeling. Being polite by having seek agreement is a good thing to keep the conversation. Therefore, Oprah applied this strategy to avoid positive face threat and to save face of Obama.

9. **Oprah:** *When you had that guy [a tracker from Barack's opponent's campaign who was following Barack everywhere] in your face every day, how could you not punch him?*

The speaker used directive which is used to ask something to the hearer.

Oprah asked about Obama's feeling when there was a tracker that always followed

him everyday and everywhere. In this case she used her utterance to get the people to do something, to do something means answering her question.

In this part of the interview, the speaker performed positive politeness strategy. She applied positive politeness strategy of Brown and Levinson number three (3) 'Intensify interest to H'. Firstly, Oprah told the facts that happened to attract the attention of Obama. It seems from her utterances, *'When you had that guy [a tracker from Barack's opponent's campaign who was following Barack everywhere] in your face every day'*. This strategy reflects that speaker understand the events experienced by the hearer so that the hearer feel cared.

From all of the explanations about positive politeness strategy mentioned above, it can be noticed that all of the nine utterances as the chosen examples that contain positive politeness applied by Oprah as the host of Oprah Winfrey Show.

Therefore, to make it clear, the distribution of the variation of positive politeness strategy can be seen in following table 4.3:

Table 4.3 Distribution of the Variation of Positive Politeness Strategies

Positive Politeness Strategies	Frequency
Exaggerate (interest approval, sympathy with H)	1
Intensify interest to H	1
Seek agreement	3
Presuppose/raise/assert common ground	1
Give (or ask for) reason	3
Total	9

From the table above, the positive politeness strategies which are mostly applied by Oprah in making conversations with Obama in the Oprah Winfrey Show are by seeking agreement, strategy number five (5) and give (or ask for) reasons, strategy number thirteen (13) which are used the same three times, then followed by intensify interest to H, strategy number three (3), exaggerate (interest approval, sympathy with H), strategy number two (2), and also presuppose/raise/assert common ground, strategy number seven (7), which are used the same only one time.

As it can be seen in the table above, seeking agreement is the mostly used by Oprah, it is used 3 times. The speaker wants to ask agreement first before she gave a question to the hearer. This strategy is used to redress the potential threat some FTAs and also to avoid causing the hearer feel disrespected. Then followed by 'give (or ask for) reasons' strategy number thirteen (13) which has the same 3 times. In this case, the speaker asks for reason to the hearer why doing something. 'Strategy of intensify interest to hearer' used to redress the potential threat of some FTAs, so the speaker exaggerate fact as well as she makes good story to attract attention of the hearer. This strategy also used to maintain the relationship afterward. Then followed by strategy number seven (7), 'presuppose/raise/assert common ground' and exaggerate (interest approval, sympathy with H)' strategy number two (2) which are used same 2 times. It is used to make the situation more familiar by telling about herself first to redress the potential threat of some FTAs. By using the strategy number two, the speaker wants to give attention, understanding, and also sympathy to maintain the conversation well.

4.1.1.2 The Analysis of Directives Illocutionary Function Related with Negative Politeness Strategy

In this study, the writer found 6 data of directive illocutionary function related with negative politeness strategy, they are utterances number two, five, six, nine, twelve, and fifteen. The writer found two functions of directives illocutionary act were used by Oprah in Oprah Winfrey Show, they are asking and challenging. Directive illocutionary function of asking is used to tell somebody that you would like them to do something. While the directive illocutionary function of challenging is used to question whether a statement or an action is right. The function of asking becomes the first types of directives illocutionary function mostly used by the speaker.

Negative politeness strategy is the second strategy that is used in this study. Negative politeness strategy is used by the speaker to show that she cares and respect the hearer's negative face in answering the question or statement. The speaker wants to assure that she does not intend to impede on their freedom of action by not showing off, being formal and restraining herself in their conversation. If she did or would do an FTA, she will minimize the impact of the FTA by being conventionally indirect, using apology, softening the question by using hedges, and other sub strategies of negative politeness (Brown and Levinson, 1987: 70). The following are examples of the directives speech function containing negative politeness strategies in conversation used by Oprah Winfrey.

1. **Oprah:** *How do you define yourself as a leader?*

The speaker used directive which is used to ask something. The speaker tries to get the hearer to do something. In this case, to do something means answering the questions from the speaker. In this utterance, the speaker applied the directives type of illocutionary act. Oprah asked Obama how he defines himself as a leader.

The speaker applied negative politeness strategy of Brown and Levinson number two (2) 'Question, hedge'. It can be seen from her utterances "*How do you define yourself as a leader?*". The hearer does not need to look for any interpretation to answering the question.

2. **Oprah:** *Do you think we've lost the belief that we can succeed? I was talking with Skip Gates [Henry Louis Gates, scholar of African-American history and culture], and he was saying how ironic it is that our parents believed that their little nappy-headed boys and girls could grow up and be somebody if they worked twice as hard.*

The speaker used directive which is used to ask something. Firstly, the speaker asked Obama whether person who loses his faith can be successful. But afterwards, this conversation leads to the advising. Both Oprah and Obama demands public (the listener) to do something. In this case to do something means the problem must be solved by working twice as hard.

In this part of the conversations, the speaker used negative politeness strategy of Brown and Levinson strategy number seven (7) 'Impersonalize S and H'. She used the word 'we' as the replacement of 'you' and 'I'. It indicates that

Oprah did not want to disturb Obama's face by saying as if Oprah was not alone who did the FTA towards Obama. The speaker did not want to be considered as being rude.

3. ***Oprah:*** *Let's go to the night of the 2004 Democratic convention. Could you explain to us how were you chosen to deliver the keynote speech?*

The speaker used directive which is used to ask something. The speaker applied the directive function of illocutionary act type to get the hearer to do something. In this case, she commanded Obama to explain about the keynote speech.

Oprah wanted to know more about keynote speech given by Obama.

In this case, the speaker used negative politeness strategy of Brown and Levinson strategy number two (2) 'Question, hedge'. The speaker will minimize the impact of the FTA using hedges to soften the question tone. The directive function was shown by the question '*Could you explain to us how were you chosen to deliver the keynote speech?*'. The word "could" is used to soften the question. It aims to not cause the hearer feel disrespected.

4. ***Oprah:*** *What do you want to do with your politics?*

The speaker tried to get the listener to do something. In this case, to do something means answering the questions from the speaker. Oprah asked Obama, '*What do you want to do with your politics?*'. The speaker used her utterance to get someone to do something. It means she used it to get the hearer to give explanation

about Obama's politics. Oprah wanted to know what Obama will do with his political system. Many politicians abuse their authority system, Oprah wanted Obama to explain the purpose of politics that was held today.

In this part of the conversations, the speaker used negative politeness strategy of Brown and Levinson strategy number one (1) 'Be conventionally indirect'. The speaker did not want to be considered as being rude by saying the intended meaning directly. In this case, the speaker wanted to raise the hearer's negative face. She also wanted to satisfy the hearer's wants to be treated as superior. Actually the short question contained some hidden meaning, but Oprah used this strategy to minimize the imposition of the hearer. This strategy can save the hearer's face and conversation can run well.

5. **Oprah:** *You think you'll have time to write more books?*

The speaker used directive which is used to ask something to the hearer. This utterance used by speaker to get her guest to do something. In this case, speaker used her utterance to ask the hearer about Obama's time when he decided to make a book. It showed the directive function.

In this part of the conversations, the speaker used negative politeness strategy of Brown and Levinson strategy number one (1) 'Be conventionally indirect'. Oprah asked Obama, *'You think you'll have time to write more books?'*. The speaker does not want to be considered as being rude by saying directly, so she

asks briefly to the Obama. The speaker used this strategy to minimize the impact of FTA. In the brief question there is a hidden meaning, the speaker wants to know whether President Obama still has time to make a book while he has so much duties as a leader of the country. This strategy successfully makes Obama answering the question.

6. **Oprah:** *Do you think you'll be the first black president?*

The way of speaker performed was directive used to challenging something as the function. The speaker tried to get the listener to do something. She used the function of challenging to question whether a statement was right or not. This was proven when she asked Obama whether Obama would be the first of black president in America.

In this part of the interview, the speaker performed negative politeness strategy. She applied negative politeness strategy of Brown and Levinson number one (1) 'Be conventionally indirect'. She asked to Obama, *'Do you think you'll be the first black president?'*. In this question actually there are hidden meaning inside it. As we know, so far American presidents are always dominated by white people, whether Obama can survive with his position as the first black man who has power in America. First black president would be great for the American history. The speaker didn't want to be considered as being rude by saying directly so that she uses this strategy to keep the conversation running well. And finally she got the best answer from the Obama.

From all of the explanations about negative politeness strategy mentioned above, it can be noticed that all of the six utterances as the chosen examples that contain negative politeness applied by Oprah as the host of Oprah Winfrey Show. Therefore, to make it clear, the distribution of the variation of negative politeness strategy can be seen in Table 4.4 below:

Table 4.4 Distribution of the Variation of Negative Politeness Strategy

Negative Politeness Strategies	Frequency
Be conventionally indirect	3
Question, hedge	2
Impersonalize S and H	1
Total	6

From the table above, the negative politeness strategies which are mostly applied by Oprah in making conversations with Obama in the Oprah Winfrey Show are by be conventionally indirect, which is used three times, then followed by question and hedge, which is used two times. And the last followed by impersonalize S and H, strategy number seven (7) which are used only one times.

As it can be seen in the table above, ‘be conventionally indirect’ strategy number one (1) is the mostly used by Oprah, it is used three times. The speaker uses this strategy to maintain the conversation by tending to be indirect in saying something. Next, the second strategy is ‘question and hedge’ strategy number two (2) which is used two times. The speaker wants to soften the conversation in order to

maintain a good relation afterward by using this strategy. And the last is ‘impersonalize S and H’ strategy number seven (7) which is used only one time.

Moreover, the speaker use ‘impersonalize S and H’ as her strategy to save the hearer’s face by saying that hearer is not the only subject who does the FTA.

From the explanation in the analysis of directives illocutionary function and the politeness strategies found in the transcript of Oprah Winfrey Show above, the writer concludes that the 15 types of directives illocutionary function are applied in the Oprah Winfrey Show mostly used positive politeness strategy as her strategy in facing the FTA.

4.2 Discussion

From the finding presented in section 4.1 above, the writer found some interesting findings related to the theory that would be discussed further in this section. The writer focused on the discussion based on the problems proposed.

Related to the problem of the study presented in chapter I, the writer can answer that several forms of directives illocutionaryfunction which are dominated in this interview is asking. It means that the speaker in this interview wants the hearer to do something. The writer found the types of politeness strategies used by Oprah were two types; they were positive politeness strategy and negative politeness strategy.

According to Brown and Levinson (1987, p.61), politeness strategies are developed to save the hearer’s face. Face refers to the respect that an individual has for him or herself, and maintaining that “self-esteem” in public or in private situations.

Directives illocutionary function happen when the speaker tries to get the hearer to do something. It means that Oprah tries to influence the public to do something. There are several forms of directives which are called as illocutionary function in this study, they are: asking, recommending, explaining, and challenging.

Illocutionary function which is often to be used in this study is asking. It is means that the speaker in this study wants Obama as the hearer to do something. In this condition, to do something means answer the questions from the speaker. And the politeness strategy which is often to be used in this type is positive politeness strategy. For example, *“When did you know that about yourself? I've known since I was 3, when I was speaking in church”*. In this case, Oprah wants Obama to answer her question. She asks to Obama when he began to recognize himself. The speaker uses directives form as asking something. In this part of the conversations, the speaker uses positive politeness strategy of Brown and Levinson strategy number seven (7) ‘Presuppose/raise/assert common ground’. The speaker tells about herself first to gets explanation from the Obama.

Related to problem, the findings show that positive strategy is the most frequently used by the speaker in having conversation with the hearer. Brown and Levinson (1987, p.101) states that positive politeness is redress directed to the addressee’s positive face. Positive politeness strategy occurs when the speaker wants to notice to the hearer’s want. The speaker also does not want to impose the hearer and maximize the FTA. Strategy number five (5) ‘seek agreement’ and strategy number thirteen (13) ‘give (or ask for) reason’ of positive politeness strategy were

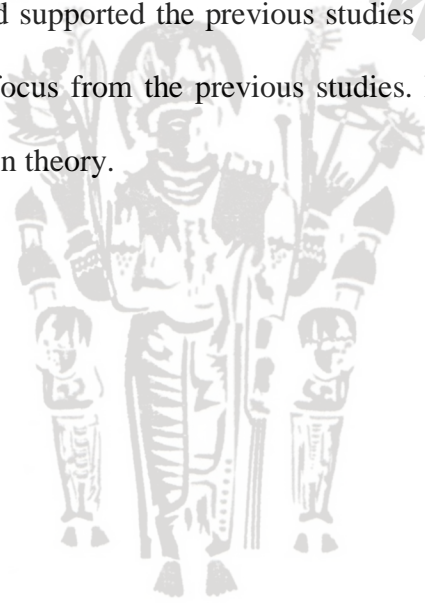
the most frequently used by the speaker.

Related to the two previous studies, there are similarities and differences between the current study and the two previous studies. The result of this study are different from the previous study that had been conducted by Munawaroh (2007) entitled “Illocutionary Acts Used in Kofi Anan’s Interview”. In her study she analyzed all of the function illocutionary acts used by Kofi Anan’s speech based on Austin and Searle’s theory. She found out that representative/assertive which focuses on suggesting as dominant function in her thesis. While in the writer’s study, she only takes directives illocutionary function as the topic of her thesis. The writer thinks that directives speech is an act that is vulnerable to politeness value. The present study and the previous studies similarly analyzed illocutionary acts. Comparing the present study with Munawaroh (2007), the findings of the current study gave additional information about illocutionary acts phenomena since the writer relate it with politeness strategy.

Although this study had similar topic and problems of the study to Trisnawati(2011), the finding of the present study gave additional information about politeness strategy theory was spontaneously used in the real communication.

Trisnawati analyzed the politeness strategy in the movie, in this case she employed Historical Movie the King’s Speech as the object. The finding of the second previous study conducted by Trisnawati (2011) entitled “Directive Illocutionary Acts in Relation to Politeness Strategy in the Historical Movie the King’s Speech” is different from the writer’s study. She found out that bald on record strategy as a

strategy that was mostly used by the speaker in making directive illocutionary act, while the strategy mostly used by the speaker in the writer's study is positive politeness strategy which directive illocutionary function of asking was the most form that frequently used by Oprah. As we know that bald on record strategy is the strategy used for the urgent situation and movie is a communication where everything is already planned. In short, the finding of this study could enrich the readers' knowledge about directives illocutionary function related with politeness strategy phenomena and supported the previous studies since the current study had different object and or focus from the previous studies. Both of those studies were used Brown and Levinson theory.



CHAPTER V

CONCLUSION AND SUGGESTION

After analyzing and interpreting the data in the previous chapter, the writer arrives at the conclusion and suggestion as the last part of this research. The conclusion is the answer of the problem statements, while suggestion is intended to give information to the next researchers who are interested in doing further research in this area.

5.1 Conclusion

This research had been done to find the directives illocutionary function related politeness strategies used by Oprah Winfrey in “Oprah Winfrey Show” of talk show program. The conclusion of this study can be formulated based on the research problem; the kinds of politeness strategies in making directive illocutionary function used by Oprah Winfrey in Oprah Winfrey Show and how she does apply them. The writer uses Searle’s and Brown and Levinson’s theory. Based on the theory, there are four kinds of directives illocutionary function used by Oprah Winfrey, they are asking, recommending, explaining, and challenging.

Furthermore, based on the problem of the study, the dominant politeness strategy used by Oprah Winfrey is positive politeness strategy and then followed by negative politeness strategy. Firstly, in positive politeness strategy, the strategies

that are used are by Exaggerating (interest approval, sympathy with H), Intensify interest to H, Seek agreement, Presuppose/raise/assert common ground, and the last is Give (or ask for) reasons. The speaker used this strategy to minimize the FTA in disagreeing with the hearer. It indicated that she was trying to keep a good relationship in conversations. While in negative politeness strategy, the strategies that are used by being conventionally indirect, question or hedge, and the last is impersonalizing S and H.

In this study, the types of bald on record and off-the-record strategy are not used by the speaker. Oprah Winfrey uses positive politeness strategy as the most dominant strategy in her talk show program since the speaker wants to have the same opinions or thoughts with the hearer, as the statement of Brown and Levinson's that positive politeness occurs within a group that has a goal, a desire, or a similar background. The speaker uses this strategy to show a good impression to the hearer and to strengthening social relationships with the hearer through the same desires and views between speaker and hearer.

All in all, the directives illocutionary function is the most frequently used by Oprah was asking which positive politeness strategy as her strategy to avoid the face threatening act. In this study, it can be concluded though Oprah talked to people who have a higher social status, but she was more used positive politeness strategy in her communication. It is because the positive politeness strategy makes the atmosphere becomes more familiar than negative politeness strategy and it can be concluded that West culture is doesn't same with East culture that social status

can influence the way of people speech.

5.2 Suggestions

After conducting this study, the writer recognizes that there are still many weaknesses of this study since studying about language needs deep attention. This research investigates the directives illocutionary speech function related to politeness strategy used in talk show program. Therefore, for the next researchers who are interested in doing further research can investigate politeness strategy deeply and intensively by using the same theory or combination theories. The writer suggests the next researchers to analyze more specifically in politeness strategy. Furthermore, the writer also suggests the students of English Study Program who are taking Linguistics major to analyze the same discussion with different issues.

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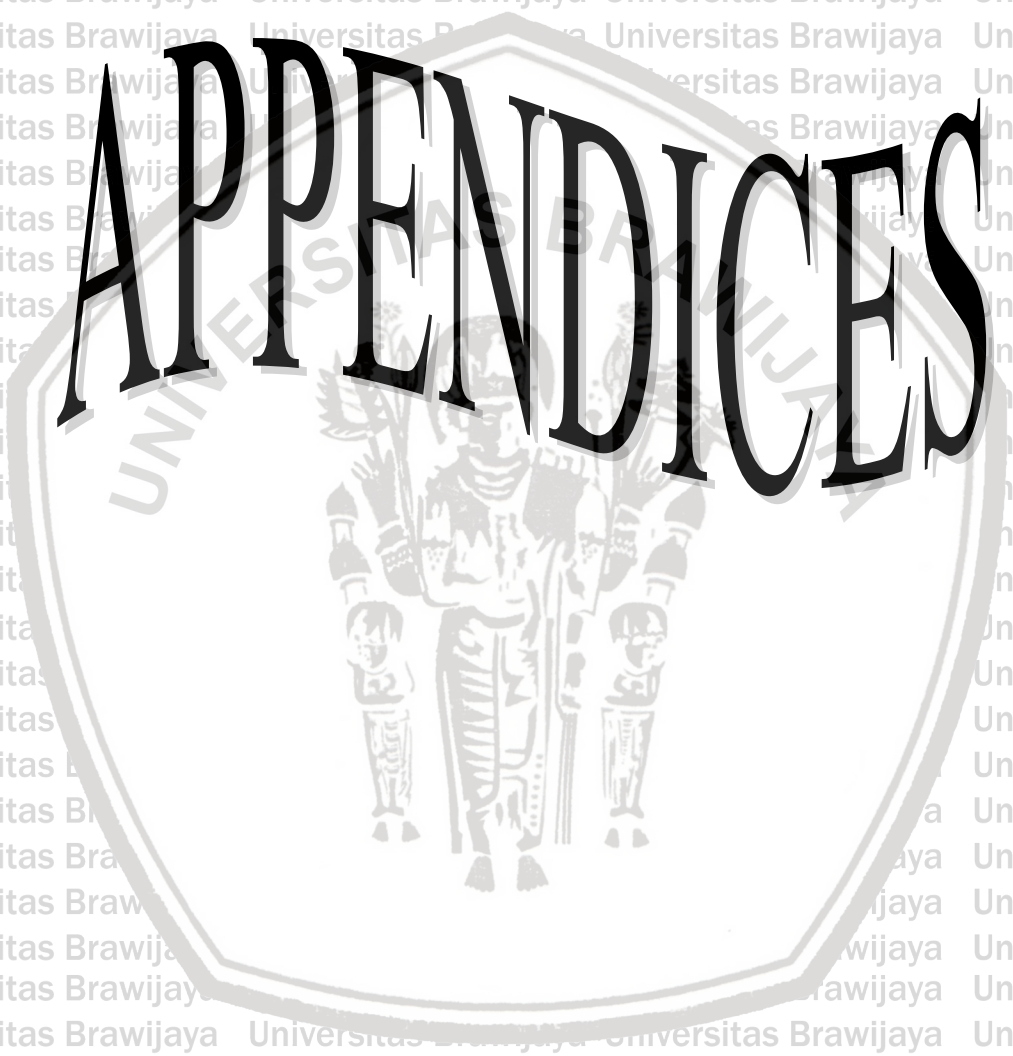
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APPENDICES



Appendix 1: Transcription of Oprah's conversation with Barack Obama and Michelle Obama

[1] **Oprah:** In twenty five years we have never had the leader of the President and first lady together on one day. Please welcome home President Barack Obama and First Lady Michelle Obama...

Oprah: Hellooo...are you nervous?? (laughing)

Obama: Yes, I'm nervous (laughing)

[6] **Oprah:** There's a line in *The Autobiography of Miss Jane Pittman* [a 1974 TV movie based on Ernest J. Gaines's novel] when Jane is holding a baby and asking, "Will you be the One?" While you were speaking, I was alone in my sitting room cheering and saying, "I think this is the One."

[10] **Barack:** That's so nice. I think I'm one of the ones. I fight against the notion that blacks can have only one leader at a time. We're caught in that messiah mentality. As a consequence, a competition is set up. Who's the leader of the Korean-American community or the Irish-American community? The reason we don't know the answer is that they've got a collective leadership—people contributing in business, culture, politics. That's the model I want to encourage. I want to be part of many voices that help the entire country rise up.

[18] **Oprah:** How do you define yourself as a leader?

Barack: Though I'm clearly a political leader now, I didn't start as one. I was skeptical of electoral politics. I thought it was corrupting, and that real change would happen in the grass roots. I came to Chicago [after college graduation] to work with churches organizing job-training programs. I thought the way to have an impact was through changing people's hearts and minds, not through some government program. So I did that for three and a half years, went to law school to become a civil rights attorney, then wrote a book.

[26] **Oprah:** You were so young when you wrote *Dreams from My Father*. Why did you decide to write a memoir at 33?

Barack: I had the opportunity. When I was elected president of the Harvard Law Review, people were willing to give me money to write. That's a huge luxury. I thought I had something interesting to say about how our cultures collide as the world shrinks. My family's story captures some of the tensions and evolution and crosscurrents of race, both in this country and around the

globe. One of the contributions I thought I could make was to show how I came to terms with these divergent cultures—and that would speak to how we all can live together, finding shared values and common stories. Writing the book was a great exercise for me because it solidified where I'd been and set the stage for where I was going.

[38] Oprah: When did you first realize that you were a little black kid? Was it the incident you wrote about, in the seventh grade, when someone called you "coon"?

Barack: Because I grew up in Hawaii and then lived in Indonesia for a while, I understood my affiliation to Africa and black people from an early age, but only in positive terms. I became aware of the cesspool of stereotypes when I was 8 or 9. I saw a story in *Life* magazine about people who were using skin bleach to make themselves white. I was really disturbed by that. Why would somebody want to do that? My mother had always complimented me: "You have such pretty brown skin."

[48] Oprah: In the book, you eloquently describe what it's like to be out playing basketball and talking about "white folks," then coming home to the white folks you lived with—the people who loved and cared for you. That must have been confusing.

Barack: It was. One of the things I fell prey to during my teen years was this need to separate myself from my parents and grandparents and take on this macho African-American image of a basketball player talking trash. The other day, somebody asked me, "Why do you think you ended up embracing all the stereotypes? You tried pot, coke." Back in the seventies, we had Shaft and Superfly or Flip Wilson and Geraldine. If you had to choose between those, it was pretty clear which direction you'd go. But you're right: As a teen, I had this divided identity—one inside the home, one for the outside world. It wasn't until I got to college that I started realizing that was fundamentally dishonest. I knew there had to be a different way for me to understand myself as a black man and yet not reject the love and values given to me by my mother and her parents. I had to reconcile that I could be proud of my African-American heritage and yet not be limited by it.

[65] Oprah: That's now my favorite Barack Obama quote! There's another line you delivered in your speech at the convention that still resonates with me: "Children can't achieve unless we raise their expectations and turn off the television sets and eradicate the slander that says a black youth with a book is acting white." I stood up and cheered when you said that.

[70] Barack: That's something I went through personally. Bill Cosby got into trouble when he said some of these things, and he has a right to say things in ways that I'm not going to because he's an older man. But I completely agree with his underlying premise: We have to change attitudes. There's a strain of anti-intellectualism running in our community that we have to eliminate. I'm young enough to understand where that opposition culture, that rebellion against achievement, comes from.

Oprah: Where does it come from?

[78] Barack: Fear—at least for me and a lot of young African-Americans. There's a sense in which we feel that the only way to assert strength is to push away from a society that says we're not as good. It's like: Instead of trying to compete, I'm going to have my own thing, and my own thing may be the streets or rap music.

[83] Oprah: Do you think we've lost the belief that we can succeed? I was talking with Skip Gates [Henry Louis Gates, scholar of African-American history and culture], and he was saying how ironic it is that our parents believed that their little nappy-headed boys and girls could grow up and be somebody if they worked twice as hard.

Barack: We no longer operate that way, but we should be working twice as hard, because we still have challenges and barriers other communities don't have.

[91] Oprah: Let's go to the night of the 2004 Democratic convention. Could you explain to us how were you chosen to deliver the keynote speech?

Barack: We won our primary in a way that shocked people. In a seven-person field, we got 53 percent of the vote. People's assumption had been that if I won, I'd get 90 percent of the black vote, then maybe a little of the liberal white vote. We did win the black vote by 90 percent, but we also won the white vote—both on Chicago's South Side and up north. That created a sense of hopefulness among Democrats. I debunked this notion that whites won't vote for blacks. Or suburbanites won't vote for city people. Or downstate Illinois won't vote for upstate Illinois. That was the bedrock of my campaign: People may look different, talk different, and live in different places, but they've got some core values that they all care about and they all believe in. If you can speak to those values, people will respond—even if you have a funny name.

[105] Oprah: When I was working at a news station in Baltimore, the manager wanted me to change my name to Suzie. He said, "Nobody will ever remember Oprah."

Barack: I was told, "People will remember your name and won't like it." You can have one African name, but not two. You can be Barack Smith or Joe Obama—but not Barack Obama.

[111] Oprah: I loved reading where you said, "People don't know whether it's Osama or Yo' Mama."

Barack: Alabama, Bahama, or Barama.

Oprah: I think the name is working for you now.

Barack: Absolutely. Yours turned out okay for you, too. So anyway, John Kerry came to town for an event a few weeks after the primary. He and Teresa and I were all sitting at the same table, and I gave a speech before he did—and I can talk pretty good! [He and Oprah laugh.]

[119] Oprah: When did you know that about yourself? I've known since I was 3, when I was speaking in church.

Barack: I didn't grow up in a setting where I had a lot of formal training, but I always knew I could express myself. I knew I could win some arguments. I knew I could get my grandparents and mom frustrated! Anyway, because of the five-minute speech I gave at the Kerry event, he thought it would be good for me to speak at the convention, but I didn't know in what capacity. About two weeks before the convention, I was asked to give the keynote address.

[127] Oprah: I remember the first time I got called to do The Tonight Show. I was like, "My God—Johnny Carson!" We were jumping on the tables. The convention was your Johnny Carson moment. Did you dance a little hula?

Barack: I said, "This will be big."

Oprah: Did you start thinking about what you'd say?

Barack: The best move I made was to begin writing the speech that night. After I'd scribbled some notes, I wrote it in about three nights and sent it to the Kerry staff.

Oprah: It was really smart to write it when it was flowing and hot.

Barack: Exactly. By the time the speech had been edited for length, I was no longer particularly nervous. I was just making sure I didn't get up on the podium, open my mouth, and have nothing come out.

[139] **Oprah:** Did you rehearse?

Barack: It turned out that there was a mock podium backstage where I could practice. I'd never used a teleprompter before.

Oprah: No? Get out!

Barack: I usually speak extemporaneously. .

[144] **Oprah:** Did that response solidify your message?

Barack: It confirms the instincts that got me into politics. I believe the American people are decent people. They get confused sometimes because they get bad information or they're just busy and stressed and not paying attention. But when you sit down and talk with them, you're struck by how tolerant and loving they are.

[150] **Oprah:** What do you want to do with your politics?

Barack: Two things. I want to make real the American ideal that every child in this country has a shot at life. Right now that's not true in the aggregate. Of course, lightning can strike, and someone like you or me can do well. But so many kids have the odds stacked so high against them. The odds don't have to be that high. We can be sure that they start off with health insurance, that they have early childhood education, that they have a roof over their heads, and that they have good teachers. There are things we can afford to do that will make a difference. Part of my task is to persuade the majority in this country that those investments are worth it, and if we make better choices in our government, we can deliver on that promise.

For my second and companion goal, I'm well situated to help the country understand how we can both celebrate our diversity in all its complexity and still affirm our common bonds. That will be the biggest challenge, not just for this country but for the entire planet. How do we say we're different yet the same? Of course, there will be times when we'll argue about our differences, but we have to build a society on the belief that you are more like me than different from me. That you know your fears, your hopes, your love for your child are the same as what I feel. Maybe I can help with that because I've got so many different pieces in me.

[170] Oprah: I think you're uniquely situated at this time. You know what? When I went to Africa with Christmas gifts, my prime goal was to show African children as happy and responsive and loving so that people could see, "Oh, these children are just like my children." When people see children with distended bellies and flies on their eyes, they block it out and don't relate. When I got an e-mail from a white South African lady saying, "For the first time, I realize these children have birthdays," I thought, "We won."

Barack: That's great. I often say we've got a budget deficit that's important, we've got a trade deficit that's critical, but what I worry about most is our empathy deficit. When I speak to students, I tell them that one of the most important things we can do is to look through somebody else's eyes. People like bin Laden are missing that sense of empathy. That's why they can think of the people in the World Trade Center as abstractions. They can just crash a plane into them and not even consider, "How would I feel if my child were in there?"

[185] Oprah: We Americans also suffer from an empathy deficit, because we often feel that the woman in Bosnia or Afghanistan who loses her child is somehow different from us.

Barack: They become abstractions.

[189] Oprah: Would you define what you're doing as a new kind of politics? I don't consider myself political, and I seldom interview politicians. So when I decided to talk with you, people around me were like, "What's happened to you?" I said, "I think this is beyond and above politics." It feels like something new.

Barack: I hope it's new. Many of the moments that become "history" happen when politics expresses our deepest hopes. Both of us grew up in a time when there were so many reasons to be cynical: Watergate, Vietnam...

Oprah: And the politicians themselves. That's why you didn't want to be one.

[198] Barack: When I speak, the first thing I confront is people's cynicism. I understand it. It seems like politics is a business and not a mission. Some of our leaders have been long on rhetoric, short on substance—power is always trumping principle. That's why we withdraw into our private worlds and lives, and we think politics can't address the things that are most important to us. But the civil rights movement was a political movement. The movement to give women the vote was political. We are all connected as one people, and our mutual obligations have to express themselves not only in our families,

not only in our churches, not only in our synagogues and mosques, but in our government, too.

[208] Oprah: How do you actually get people to be more empathetic?

Barack: Your story about South Africa was terrific. Images, actions, and stories always speak the loudest. That's why I see my book as part of my politics. And I'll write more books. Policy has to be guided by facts, but to move people you have to tell stories.

[213] Oprah: You think you'll have time to write more books?

Barack: I wrote the first one while I was getting married and running a voter registration project. I'll find time.

[216] Oprah: There was a moment during the eighties, after I'd come to Chicago and my show had been national for a while, that I just felt like all the planets had lined up for me and it was my moment. Do you feel that for yourself?

Barack: There's been an interesting confluence of events over the last year that have Michelle and me looking at each other and talking.

Michelle: We're clear on the fact that we have to stay humble and prayerful. We have to dig down deep to our roots. When things come together, we know some of it is Barack, some of it is us—but a lot of it has nothing to do with either of us.

Oprah: When your opponents fall by the wayside based on scandal you didn't create...

Barack: It's an interesting moment. It makes me feel that much more determined and that much more responsible. It makes me think I've got to make sure that I don't...

[231] Michelle: ...screw it up.

Oprah: When I had the same moment, I literally went to my knees. You're either humble or you're not. If you were a jerk before the fame, you just become a jerk with a bigger spotlight. Whoever you are really comes through.

Barack: This platform is an enormous privilege. And it's not for me. It's for the people I meet in these little towns who have lost their jobs, don't have healthcare, are trying to figure out how to pay for their child's college education, are struggling and occasionally slipping into bitterness. It's not easy solving these problems. There are big global issues—the shift in the economy,

the decline in manufacturing, the threat of terrorism, and complicated healthcare concerns. There will be conflicts and difficulties, and I don't pretend that everybody is going to agree with me all the time.

[243] Michelle: I would want Barack as my senator. I know this man. He is brilliant, he is decent, he is everything you'd want.

Oprah: When I heard you deliver your primary speech, I actually believed you when you thanked your wife. You're right: She has held this family together.

Barack: I love this woman. We've had our rough patches...

Michelle: There were many...

[250] Barack: The best quote so far in the campaign was in The New Yorker. The interviewer sat down with Michelle and said, "This must really be tough." She said, "This is crazy. He's never home, the schedule's terrible, and I'm raising two kids and working." Then Michelle pauses and says, "That's why he's such a grateful man."

Oprah: That's great.

Barack: The hardest thing about the work I do is the strain it puts on Michelle, and not being around enough for the kids. Then there are the financial worries after you've come out of Harvard Law School...

Michelle: It's Harvard, Princeton, and Columbia combined.

[260] Barack: So there's a lot that my family has had to sacrifice. **Oprah:** What's a day like for you? How often are you away from home?

Barack: I've had 10 days off in the last three years, and that includes weekends. My workdays are often 16 hours.

Michelle: And more people are making requests for his time.

Oprah: My letters start out with, "Dear Oprah, we know you love children...!"

Barack: Right now I still have an excuse: I haven't been elected yet. After the election, handling the requests will require discipline. That's how Michelle has been a rock for me. She supports me by being a corrective. My instinct is to do everything. I don't want to disappoint anyone. Michelle is a little more sensible.

[271] Oprah: Somebody has to say "Enough!"

Michelle: The first people we don't want to disappoint are our kids. Barack is a great father. Even when he's away, he calls every night. People will suck you dry, and they don't think about the fact that you have two kids. He has to go to the kids' ballet events and their parent-teacher conferences. And he enjoys that.

Barack: One of the wrestling matches I'm always having with my staff is getting my kids' events onto the schedule. I have to make sure they understand that's a priority.

[280] Michelle: Now, if people can't get Barack to speak, they're like, "Michelle can come. She seems nice and smart, too." But I can't be gone every night. And I can't do something every Saturday from now until election day—that's when we go to the park or on playdates. It's up to the staff to figure out which Saturday they want me to do something, because there will be just one. My desire is to make sure that my kids are sane, happy, and healthy—which they are.

[287] Oprah: When you had that guy [a tracker from Barack's opponent's campaign who was following Barack everywhere] in your face every day, how could you not punch him?

Barack: Michelle will tell you that I generally have an even temper.

Michelle: If I had been there, I would've punched him! [Michelle laughs.]

Barack: Initially, I tried to talk with him. I said, "Listen, I don't mind you following me, but please be 15 feet away. I'm on the phone with my wife." He would plant himself in front of our office...

Michelle: ...and then chase you into the bathroom.

Barack: Well, he wouldn't actually go into the bathroom. He'd stand outside and watch me come out.

Oprah: God don't like ugly.

Barack: Those slash-and-burn tactics have become the custom in Washington politics. But we will not play that game. People don't want to hear folks shouting at each other and trying to score political points. They want to solve problems. I'm determined to disagree with people without being disagreeable. That's part of the empathy. Empathy doesn't just extend to cute little kids. You have to have empathy when you're talking to some guy who doesn't like black people.

There's a level of viciousness in politics because power is at stake. Fortunately, most of my past mistakes are ones that people already know about. That's one of the nice things about writing a book.

Oprah: I'm surprised you were so candid about having used drugs.

[307] Barack: I think the biggest mistake politicians make is being inauthentic. By writing about my mistakes, I was trying to show how I was vulnerable to the same pitfalls as American youth everywhere.

Oprah: What do you know for sure?

Barack: I know that I love my family. I know that people are fundamentally good. I know that, in the words of Dr. King, "The arc of the moral universe is long but it bends toward justice." I know that there is great suffering and tragedy in the world, but ultimately, it's worth it to live.

[315] Oprah: Do you think you'll be the first black president?

Barack: A bunch of people have started talking about that. Listen, if you're in politics, at a certain point you think about where to take your career. But at this stage, it's way too premature. Politics is a marathon. So many things can change. You can't plan 12 years ahead. But what I will say is this: We can win the race we're in now. I think I have the aptitude to be a terrific United States senator. And if, at the end of my first term, the people of Illinois say, "This guy's been serving us well," then I'll be in a strong position to have a lot of influence in this country for a long time to come—whether or not I'm president.

The president-elect (then Illinois state senator), who first brought the house down back in 2004 at the Democratic National Convention, takes a rare break from his 16-hour workday to tell Oprah about his multicultural upbringing, political plans and prior

Appendix 2. Berita Acara Bimbingan Skripsi

1. Nama : Amalia Karien
2. NIM : 0811113066
3. Program Studi : Sastra Inggris
4. Topik Skripsi : Pragmatics (Politeness Strategy)
5. Judul Skripsi : The Politeness Strategies of Directives Illocutionary Acts by Oprah Winfrey in the Oprah Winfrey Show
6. Tanggal Mengajukan : 6 Februari 2012
7. Tanggal Selesai : 14 Desember 2012
8. Nama Pembimbing : I. Dra. Sri Endah Tabiati, M.Ed
II. Didik Hartono, S.S, M.Pd
9. Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing/Penguji	Paraf
1.	6 Februari 2012	Konsultasi judul	Pembimbing I	
2.	20 Februari 2012	Konsultasi draft	Pembimbing I	
3.	7 Maret 2012	Pengumpulan Bab I	Pembimbing I	
4.	21 Maret 2012	Revisi Bab I	Pembimbing I	
5.	26 Maret 2012	Konsultasi Bab II	Pembimbing I	
6.	4 April 2012	Pengumpulan Bab II dan III	Pembimbing I	
7.	17 April 2012	Revisi Bab I, II, dan III	Pembimbing I	
8.	19 April 2012	Pengumpulan Bab I dan III	Pembimbing II	
9.	24 April 2012	Revisi Bab I dan III	Pembimbing II	
10.	1 Mei 2012	Revisi Bab I dan III	Pembimbing II	
11.	8 Mei 2012	Pengumpulan Bab II	Pembimbing II	
12.	15 Mei 2012	Revisi Bab II	Pembimbing II	
13.	22 Mei 2012	Revisi Bab II	Pembimbing II	
14.	28 Mei 2012	Revisi setelah seminar proposal	Pembimbing I	
15.	30 Mei 2012	Revisi setelah seminar proposal	Pembimbing II	
16.	12 September 2012	Konsultasi Bab IV dan V	Pembimbing I	
17.	19 September 2012	Revisi Bab IV dan V	Pembimbing I	
18.	24 September 2012	Revisi Bab IV dan V	Pembimbing II	
19.	16 Oktober 2012	Konsultasi Bab IV, V, abstrak, kata pengantar	Pembimbing I	

No	Tanggal	Materi	Pembimbing/Penguji	Paraf
20.	18 Oktober 2012	Konsultasi Bab I,II,III,IV,V, abstrak, kata pengantar, daftar isi	Pembimbing II	
21.	20 November 2012	Konsultasi revisi semhas	Pembimbing I	
22.	20 November 2012	Konsultasi revisi semhas	Penguji	
23.	26 November 2012	Konsultasi revisi semhas	Pembimbing I	
24.	26 November 2012	Konsultasi revisi semhas	Pembimbing II	
25.	26 Desember 2012	Konsultasi revisi kompre	Pembimbing I	
26.	26 Desember 2012	Konsultasi revisi kompre	Pembimbing II	
27.	26 Desember 2012	Konsultasi revisi kompre	Penguji	
28.	1 Januari 2013	ACC	Penguji	

10. Telah dievaluasi dan diuji dengan nilai :

Malang, 14 Desember 2012

Dosen Pembimbing I

Dosen Pembimbing II

Dra. Sri Endah Tabiati, M.Ed
NIP. 19540129 198010 2 001

Didik Hartono, S.S, M.Pd
NIP. 780813 12 1 1 0041

Mengetahui,
Ketua Jurusan Bahasa dan Sastra

Syariful Muttaqin, M.A.
NIP. 19751101 200312 1 001

