



Positive Politeness Strategy in Graham Norton Show

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Abstract. This study is a positive politeness strategies analysis in the Graham Norton Show. The writer employs one of the politeness strategies in a talk show because the writers believe that people may learn about politeness strategies better through live dialogue in the talk show, especially about positive politeness. This study aims to show the type of positive politeness strategies that are employed by the host and the guest in the talk show. The qualitative method is used for this study. The source of the data for this study is taken from Graham Norton Show on YouTube channel. The data is in the form of words, phrases, and sentences taken from the Talk Show which deal with utterances related to the positive politeness strategies. The data are analyzed into types of positive politeness strategies. The writers find that there are 10 positive politeness strategies that are used in this talk show from 30 data. The most dominant type of positive politeness strategy used in Graham Norton Show is the Exaggerate (interest, approval, and sympathy with hearer) with 6 data.

Keywords: sociolinguistic · politeness · positive politeness · talk show

1 Introduction

Communication can be used in written and orally. Sometimes, when people speak something, they do not convey it directly and have a hidden message. Apart from that, a language often does not adhere to the principles of good communication by mistake. When communicating with others, people have their own communication style according to their nature. But, in order to achieve a good social relationship, both speakers and hearers should pay attention to pragmatic principles. One of those principles is politeness and impoliteness. Usually, people choose to communicate politely to others to get respect or just avoid unnecessary problems. Politeness is a form of conflict avoidance that can be done by speakers so that it allows communication with other parties who have the potential to be aggressive [1].

Politeness is indispensable in the language everyone should be polite to make social interaction go well. It relates to consideration and awareness of the interlocutor's face. In a conversation, people need to maintain their words or utterance in order to get their purpose conveyed well to the interlocutors. To avoid misunderstanding, people can use polite language while speaking their intention. Being polite will make people become

considerate conversational partners because it makes the hearer or interlocutors feel comfortable. Yule, as cited in Tantri (2020) states that politeness is being aware of people's faces that relate to social distance and closeness. Being polite means showing consideration for norms applied in society [2].

According to Brown & Levinson (1987), politeness strategies are used to save the face of the hearer. In this case, face refers to respect for himself and also others. It is used by the speaker to avoid making others feel uncomfortable or embarrassing [1]. The Face Threatening Acts or FTAs are the acts to invade the hearer that needs to maintain their self-esteem and to be respected. Thus, a politeness strategy is an essential thing to deal with the FTAs. Brown and Levinson also divided the face into two types, the positive and negative face. A positive face represents the individual need to respect and accepts in every social interaction, while a negative face is an individual need that tends to be independent and imposition.

Leech, as cited in Maharani's (2017) journal "Politeness Maxim of Main Character in Secret Forgiven" states that the principle of politeness is divided into six maxims, namely the tact maxim, agreement maxim, generosity maxim, modesty maxim, approbation maxim, and sympathy maxim [3]. Meanwhile Wiyanto & Armareza (2021) journal "Politeness Strategy User by Teacher and Student Interaction on YouTube Channel" cited that Brown and Levinson divided politeness strategy into four types, they are positive politeness, bald on record, negative politeness, and off-record strategy [4].

Politeness is something important to use in conversation, using politeness can make people convey what they think better to the hearer. Politeness is an important issue. Politeness can show people's morals and also emotions. Using polite language makes people able to control emotions and makes the hearers give an excellent response to the question or request by the speaker. It also makes the hearer shows respect to the speaker.

There are many researchers who already conducted research on the scope of politeness strategy. One example is Wiyanto & Armareza (2021), who studied Politeness Strategy Used by Teacher and Students Interaction on YouTube Channel which aims to analyze the politeness strategies and the factors that influence the choice of politeness strategies used by teachers and students in classroom interaction [4]. They found that the most strategy used by the teacher is bald on record strategy, while the primary strategy used by the student is positive politeness. They also found that setting, participation, act sequence, key, instrument, and genre can be influenced the choice of politeness method used by the speaker.

The other study by Wijayanti (2019) focused on identifying the kinds of politeness strategies and the responses that used by the characters in movies [5]. While Tarigan (2020), focused on the type of positive politeness used in movies [6]. Those three studies have the same theory in their research. They used Brown and Levinson's theory in the terms of politeness. Tarigan (2020) study is similar with this study which focused on the types of positive politeness using Brown and Levinson's theory [6].

Mostly the previous study investigated in class and in movies, this present study is using talk shows as the subject employing Brown and Levinson Theory. The talk show used is the Graham Norton Show. It is used because this show is really popular and has had many seasons since the first aired in 2007. This show also wins so many awards like Broadcasting Press Guild Award, BAFTA Awards, National Television Award, and

British Comedy Award. Currently, the Graham Norton Show air on the YouTube Channel to gain more viewer around the world.

2 Methods

This study was conducted by using a qualitative method because it pursues to figure out some phenomenon, called positive politeness strategies used in the Graham Norton Show. The qualitative method was used because the form of the data in this study was an utterance rather than numeric scores and it provides a rich description. According to Kalu (2017), a qualitative method is good for systematically describing the data and promoting the understanding of human experiences and situations that are hard and too complex to measure quantitatively [7]. Thus, the most appropriate approach to be employed in this study is the qualitative approach.

The writers used qualitative content analysis. As cited in Elo (2014) journal, Schreier states that qualitative content analysis is a method for analysing and interpreting the data to get its meaning of its [8]. Qualitative content analysis is a method that is made to group raw data into a theme or categories with valid interpretations. This process is based on inductive reasoning, which allows categories or themes to be found through the researcher's careful examination and constant comparison of the data. The qualitative content analysis doesn't need to eliminate deductive reasoning. The generation of concepts or variable theories from previous studies is also very valuable for qualitative research, particularly when starting data analysis. The qualitative content analysis begins in preparing the collected data [9].

This study's data are attained from the episodes of the Graham Norton Show that aired on their official YouTube channel. The data are in form of words, phrases, and sentences taken from the Talk Show. Those data are also in form of descriptions of the utterances in the conversation among the guests that used positive politeness, one of the politeness strategies based on Brown and Levinson Theory. The data was taken by analysing all utterances from the Talk Show, the writer tried to find the type of positive politeness employed.

In collecting data, the writer did not need a lot of instruments, because the writer did not involve students or teachers as the main objects of the study. In this study, the writer only needs the transcript of the utterances from the Talk Show as the object of the study. The data collection for this study was collected through some steps. For the first step, the writer searches the transcript on the internet. Furthermore, the writer watches the talk show and listens to it carefully while reading the transcript, the writer re-watches the video several times. For supporting the validity of the data, the writer checks and re-checks the utterances employed by the speaker and analyzes everything when they deliver their words. Last, the writer identified the utterances that may comprise positive politeness strategies.

According to Miles & Hubberman (2014), there are three main points in analyzing the data, namely: data reduction which focused on processing the raw data to be analyzed, and data display which focused to demonstrate the data both in the forms of a narrative spoken texts, and the last is data verification or conclusion [10]. In this study, the writer will describe the data that had already been analyzed using qualitative method. The

analysis started by categorizing the data based on the fifteen types of positive politeness strategies proposed by Brown and Levinson.

3 Result and Discussion

Positive politeness is the politeness strategy to rectify the positive face of the interlocutor, it is oriented toward face-saving or the positive self-image of hearers [1]. Positive politeness is used to minimize the distance between speaker and hearer in order to make the hearer feel accepted. Brown and Levinson divided the positive politeness strategy into fifteen types. In this study, the writer gained 25 data from the Graham Norton Talk Show that can be considered a positive politeness strategy (Table 1).

After collecting the data by watching and taking note of the utterances in each dialog of the Graham Norton Show, the writer identified the type of positive politeness strategy. There are fifteen types of positive politeness strategies. The writer found 30 utterances that can be categorized as positive politeness. From the 30 utterances, the writer found that 20% were used Strategy 2 - Exaggerate (interest, approval, sympathy with H), 16% in Strategy 5 - Seek agreement, 13% in Strategy 8 – Jokes, 10% in Strategy 4 (use in-group identity markers), and Strategy 12 (include both S and H in the activity). 6.6%

Table 1. Positive Politeness Found

Strategy	Positive Politeness Type	Occurrence	Percentage
1	Notice, attend to H (his interests, wants, needs, goods)	2	6.6%
2	Exaggerate (interest, approval, sympathy with H)	6	20%
3	Intensify interest to H	2	6.6%
4	Use in-group identity markers	3	10%
5	Seek agreement	5	16%
6	Avoid disagreement	2	6.6%
7	Presuppose/ raise/ assert common ground	-	-
8	Jokes	4	13%
9	Assert or Presuppose S's knowledge of and concerns for H's wants	-	-
10	Offer or promises	2	6.6%
11	Be optimistic	-	-
12	Include both S and H in the activity	3	10%
13	Give (or ask for) reasons	-	-
14	Assume or assert reciprocity	-	-
15	Give gifts to H (goods, sympathy, understanding, cooperation)	1	3.3%
Total		30	100%

were used in Strategy 3 - Intensify interest to H, Strategy 6 - Avoid disagreement, and Strategy 10 - Offer or promises. And for Strategy 15 only occurred 3.3%.

The writers used Brown and Levinson's theory of politeness strategy to identify the kinds of positive politeness strategies. In Graham Norton Show, the writers found 30 data containing 15 strategies of positive politeness.

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

D1/PP/NGS-S01.

Graham: Wow, you look awesome.... I heard you really like the fly.

The utterance above was said by Graham as the host to one of his guests, RuPaul. Graham said it right after RuPaul comes and sits on the couch. He said that after he looks at RuPaul's unique checker's suit. From that sentence, it shows that Graham notices RuPaul's condition. Just as Brown & Levinson (1987) state that the positive politeness strategy 1 is about noticing changes or anything to the hearer in order to make the hearer feel comfortable, so the conversation can continue in a good atmosphere [1].

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

D2/PP/NGS-S02.

Graham: So good! It is just terrific and actually everyone is brilliant in it.

The statement said by the host, Graham, is using strategy 2 of positive politeness, exaggerating (interest, approval, and sympathy with hearer). That utterance shows that Graham applied this strategy to show his interest in Benedict. Graham uses an exaggerated utterance after Benedict talk about his new movie about ranching brothers. It is such a new thing because usually, Benedict plays a serious character. Graham shows his response exaggeratedly to make the talk show run well and the conversation with the guest feel interesting and comfortable.

Strategy 3 - Intensify interest to H.

D3/PP/NGS-S03.

Rupaul: You know, Wyoming is the least populated state in the United States of America. The least populated state.

Graham: Absolutely, because you own 60,000 acres of it!

The conversation above happened right after Graham talked about RuPaul's picture in Wyoming, a place where his husband inherited it from his family. Here, Graham exaggerates his response to intensify his interest in his guest, Ru Paul. The exaggeration may redress the FTA just by stressing the sincerity and good intentions of the speaker, but there is also some element to attempt in increasing the interest in conversation by using dramatic expression [1].

Strategy 4: Use in-group identity markers.

D4/PP/NGS-S04.

Graham: And where do you buy those clothes?

RuPaul: In Hollywood, darling!

The conversation above employed a positive politeness strategy 4, using in-group identity markers. This strategy is to soften the hearer's FTA and shows that the speaker thinks that the status difference between them and the interlocutor is small, so it can soften the imperative and shows that it is not a power-backed command [1]. Here, RuPaul answers Graham's question using positive politeness strategy 4 to make the conversation feel comfortable.

Strategy 5 - Seek agreement.**D5/PP/NGS-S05.**

Graham: Wyoming, is it?

RuPaul: Wyoming, yes.

From the conversation above, Graham claims common ground with RuPaul to look for ways in which RuPaul is possible to agree with him. Brown & Levinson (1987) state that agreement also stressed by repeating some part or all of the interlocutor said in conversation [1]. In this case, Graham asks for approval to RuPaul through a safe topic about the picture shown.

Strategy 6 - Avoid Disagreement – Hedging Opinion.**D6/PP/NGS-S06.**

RuPaul: I just wish there was a cash prize.

Graham: Well, now, I can't offer you cash, but we can offer you another honour.

The dialogue between the guest and the host above shows one of the kind positive politeness, strategy 6 avoids disagreement. Brown & Levinson (1987) state that, avoiding disagreement is choosing to sound vague about their opinion, so it does not seem to disagree. The host, Graham, points out his disagreement with RuPaul's statement that he should get a cash prize in the Emmy Award, but he didn't use the word that makes it look like disagreement. Graham disagrees with RuPaul's opinion by choosing vague words so that is not to be seen to disagree.

Strategy 8 - Jokes.**D8/PP/NGS-S08.**

Graham: Did they ship in alligators?

The dialogue above shows that the host, Graham applied a joke in his conversation with the guest. According to Brown & Levinson (1987), jokes are the most basic technique of positive politeness to put the hearer in comfort [1]. In this case, after the guest, Daisy talked about the last place she filmed was full of alligators because it was in the wilderness, and still Graham gave jokes about it to put the guest at ease.

Strategy 10 - Offer, promise.**D10/PP/NGS-S10.**

Olly: I promise you a great time, go and buy a ticket.

The utterance above employed strategy 10 (offer and promise) of the positive politeness strategy. Offers and promises are the natural outcomes in conversation, even if they are not genuine or true, it presents the good intentions of the speaker and satisfy the positive face of the hearer. Here, Olly gives a promise to the host and other guests about the great time they will get if they come and see his performance next time in order to be the hearer to feel satisfied.

Strategy 12 - Include both S and H in the activity.**D12/PP/NGS-S12.**

Graham: Let's talk about a movie that Benedict is in!

In the utterance, said by the host, Graham employed strategy 12 to include both speaker and hearer in the activity. In this case, Graham uses the form 'let's' actually an inclusive 'we' form that actually means 'you' and the speaker uses cooperative assumptions, hence it softens FTAs from his request.

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

D15/PP/NGS-S15.

Graham: There's a nice drink for you!

In the statement said by the host, Graham, it can be seen that the host applied a gift strategy. Here, Graham is offering drinks to Olly after his performance. The word, Graham used indicates 'for' which implies offering something to the interlocutor in order to make them feel cared about.

From the result obtained, the writer found that the use of positive politeness strategies in the Graham Norton Show. The data of utterances of positive politeness strategies were 30 utterances which have been analyzed as positive politeness strategies that used in Graham Norton Show. Based on the data above, it can be formulated that Graham Norton Show only applies 10 types of positive politeness strategies from 15 types that promoted by Brown and Levinson. The ten types of positive politeness strategies that are spotted in this show, namely: notice, exaggerate, intensify interest to hearer, use in-group identity markers, seek agreement, avoid disagreement, jokes, offer or promises, include both S and H in the activity, and give gifts to hearer.

This result is quite same with the research conducted by Permadi (2018) analyze the Positive Politeness Strategies in *Midnight in Paris* movie by Woody Allen [11]. The result of the study elucidated that The main strategy of positive politeness employed by the characters in *Midnight in Paris* movie is exaggerating (interest, approval, sympathy with H) with 15 data. While this study also has exaggerated as the most strategy employed by the host on the Graham Norton Show with 6 utterances.

4 Conclusion

Through the analysis of positive politeness strategies in Graham Norton Show, the writers conclude that there are 10 out of 15 positive politeness strategies from 30 data in the talk show. 2 data are found in strategy 1 (notice, attend to H), 6 data are found in strategy 2 (exaggerate - interest, approval, sympathy with H), 2 data are found in strategy 3 (intensify interest to H), 3 data are found in strategy 4 (use in-group identity markers), 5 data are found in strategy 5 (seek agreement), 2 data are found in strategy 6 (avoid disagreement), 4 data are found in strategy 8 (jokes), 2 data are found in strategy 10 (offer or promises), 3 data are found in strategy 12 (include both S and H in the activity), and 1 data are found in strategy 15 (give gifts to H - goods, sympathy, understanding, cooperation). In this study, the exaggerate - interest, approval, sympathy with H become the most dominant type of the positive politeness strategies used in Graham Norton Show with 6 data. Exaggerate become dominant type of positive politeness in Graham Norton Show, because everyone there tends to save the hearer's positive face by using an exaggerated expression. This strategy is to point the speaker's feelings toward the interlocutor or hearer which may include interest, approval, or sympathy.

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