

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Pragmatics is a subfield of the study of the production and interpretation of conversation in a particular setting. This indicates that the speaker's intended messages and the listeners' intentions are the focus of this study (Renkema, 1993:21). According to Brown and Yule (1983:26) pragmatics is a part of linguistics that studies how language is used. So how people communicate and how the language is used to express something in a particular communication context.

In the field of communication, especially conversation, the direct and indirect structure of speech are naturally used when the speakers have a purpose to deliver information. Therefore, the listener effectively understood and responded appropriately to content of the speech. In reality, communication is more than just delivering a meaning. There are another goal, which can help the speaker to 'protect' face by choosing speech by using politeness strategies and avoiding 'face-threatening' behavior and violations of speech politeness and maintain the social relationship of the other partner. The purpose is to build harmonious relationship. Politeness refers to norms or rules of behavior established by a particular community, commonly agreed upon, and influenced by society. Politeness is influenced by the context and role of the communication itself. Context refers to the place, time, or mood in which communication takes place. Its role depends on

the age, position and social status of the speaker and interlocutor during the communication process.

According to Leech (1989: 107), the symmetry of politeness is evident in that what is acceptable to the listener or third party can be unacceptable to them, and vice versa. Leech analyzed politeness by the use of politeness principles that described in six maxims, there are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Tact maxim is minimize expressing beliefs at the cost of others and maximize the expression of beliefs of benefits to others. Generosity maxim is minimize the expression of self-oriented beliefs and maximize the expression of self-oriented beliefs. Approbation maxim is minimize the expression of beliefs that show contempt for others and maximize the expression of beliefs that demonstrate the approval of others. Modesty maxim is minimize self-praising and maximize the expression of self-dispraise. Agreement maxim is minimize the expression of disagreement between yourself and others and maximize the expression of agreement between self and others. Sympathy maxim, the definition of sympathy maxim are minimize antipathy between self and others and maximize empathy between self and others.

A conversation usually easy to find in many literature but in this research used YouTube to find a politeness conversation. This research used the video of *Korean Englishman* in YouTube to get the data to study the Politeness maxim that show in the video. This research aims to analyze the spoken utterances in video to identify conversation that demonstrate the application of politeness maxim. The owners of channel *Korean Englishman* are two people of English named Josh and

Ollie that have live in Korea for a long time. They started their first video in 2013, they make video that related to Korean and English and linking the two cultures of both.

The research used YouTube videos from the channel "Korean Englishman" as the primary data source for this study. This decision was informed by the researcher's initial exposure to the channel's content, specifically the first video in the high school series, which was deemed to be particularly engaging. Consequently, the researcher proceeded to watch all available videos on the channel, thereby gaining a comprehensive understanding of the content and tone of the interactions presented. Furthermore, the researcher recognized the potential benefits of analyzing the language used in these videos, as they provided an opportunity to learn new English vocabulary and phrases that had not been previously encountered. Upon closer examination of the videos, the researcher identified instances of politeness maxims in the conversations, which warranted further analysis. The example of one of maxim politeness found in this channel is:

I'm contemplating my life choices

(Spicy chicken noodles, 05.32)

This is a Modesty Maxim that found when to express of dispraise of self. Based on example that is dispraise of self by expressing self-doubt and uncertainty. This discovery served as the primary motivation for selecting these videos as the data source for this study, as they offered a unique window into the use of politeness strategies in intercultural communication.

1.2 Problems of the Study

According at the background of study, there are two problems are analyzed they are;

1. What types of politeness maxim are found in *Korean Englishman* selected YouTube videos?
2. What is the context situation of politeness maxim that found in *Korean Englishman* selected YouTube videos?

1.3 Objectives of study

The objectives of the study are to acknowledge the problem that mentioned before:

1. To find out the types of politeness maxim used in *Korean Englishman* selected YouTube videos.
2. To find out the context situation that make *Korean Englishman* participants conversation did politeness maxim.

1.4 Limitation of the Study

In order to limit the discussion, this research focused on identifying the types of politeness maxim and context situation that found in *Korean Englishman* selected YouTube video. The theory of politeness maxim by Leech (1983, 1989, 2014) is used to analyze the type of politeness and analysis the context of politeness used theory from Halliday and Hasan (1989).

1.5 Significance of the Study

The research is categorized into two categories of importance: theoretical significance and practical significance.

1.5.1 Theoretical Significance

The theoretical assumption of the author is that this research will help in research into pragmatics, specifically politeness maxim. This research believes that the findings of this study will be beneficial to those who want to explore pragmatics in accordance with the principle of politeness. Also can learn more about the explanation about Politeness maxim that found in conversation on YouTube video.

1.5.2 Practical Significance

Practically, this research want to find the Politeness Maxim in *Korean Englishman* selected YouTube Video. This research hope that the study will be used as a references for students that related with linguistic, especially pragmatics. Therefore this study will help other student to understand how the politeness maxim are used.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

From the previous chapter, this chapter supports and develop our knowledge about politeness maxim. To support this study, this chapter review relevant previous studies by emphasizing the similarities and differences in between the studies.

The first article entitled “Leech’s Politeness Principle Used by Teachers in English Language Teaching” by Santoso, Nuraini, and Kasiyarno (2021). The aims of their study are investigates the types and forms of politeness principle used by the teachers in English language teaching. The data took from teachers utterances in English language teaching by the teacher to the students in the classroom. This research used theory proposed by Leech’s theory (1983) and used a descriptive analysis method to analyze the data. The finding showed that there are nine types of Leech’s politeness principles such are tact maxim, generosity maxim, approbation maxim, agreement maxim, sympathy maxim, feeling reticence maxim, opinion reticence, obligation of S to O, and obligation of O to S. While the forms of Leech’s politeness principle found in this study are declarative, interrogative and imperative. The similarities between the previous study and the current study are both analyze the type of maxim politeness and used theory by Leech. The differences between this study and previous study are the data source in this study is YouTube video, while the previous study used teacher’s

utterances in English language teaching. The previous study analyzed form of politeness principle but, this study analyzed the context of situation.

The second article entitled “Element of Politeness in Novel The Perks of Being a Wallflower” by Tenriuji1, Maca, and Abeng (2021). The aims of their study are to analyze the type of politeness principle used and how the politeness principle use in the novel. The data take from The Perks of Being a wallflower novel and used theory proposed by Geoffrey Leech theory (2014). This research used qualitative descriptive research method through a sociopragmatic approach. The finding showed there are the researcher found there are 6 utterance of tact maxim, 2 utterance of generosity maxim, 5 utterances of approbation maxim, 5 utterances of modesty maxim, 6 utterance of agreement maxim and 4 utterance of sympathy maxim. For the characters use the politeness by follow measurement of the pragmatic scale to express their politeness. Those pragmatic scale are the cost benefit scale, the optionally scale, indirectness scale and social distance scale. The similarities between the previous study and the current study are analyze the type of maxim politeness that found and use theory by Leech. The differences between this study and previous study are the data source. This study used YouTube video, while previous study the data source is a Novel. The previous study analyzed how politeness principle used in novel but this study analyzed the context situation.

The third article entitled “The Maxim of Politeness in The Squid Game Film Series: A Pragmatic Study” by Firdaus and Simatupang (2022). The aims of their study are to describe the politeness principle and politeness scale the maxim of

politeness according to Geoffrey Leech contained in the film squid game. The data was taken from squid game film series. This research used theory proposed by Geoffrey Leech (1983). This research used a descriptive qualitative research method. The result shows that there are 30 data (scenes) contained in the film squid games. There are 8 data of tact maxim, 3 data of generosity maxim, 10 data of approbation maxim, 6 data of modesty maxim and 3 data of sympathy maxim. The similarities between the previous study and the current study are analyzed the types of maxim politeness and used theory by Leech. The differences between this study and previous study are the data source in this study is YouTube video, while previous study used film series. The previous study analyzed a scale of politeness but this study analyzed context of situation.

The fourth is a thesis entitled “Politeness and Scale of maxim Found in “Inside Out” Movie Directed by Pete Doctor” by Damayanti (2021). The aims of this study is to analyze the types of politeness maxim and the scale of politeness maxim used by the characters in Inside Out movie. The data were taken from the utterances containing elements of politeness maxim and the scale of politeness maxims taken from the dialogues used by the characters in the movie. This research used descriptive qualitative analysis method to analyze the data. The finding showed that there are six types of maxims, sympathy maxim 5.5%, modesty maxim 5.5%, generosity maxim 11.1%, agreement maxim 22.2%, approbation maxim 22.2% and tact maxim 33.3%. In addition, there are also five scale of maxims, they are optionally scale 2.2%, authority scale 2.2%, cost-benefit scale 19%, indirectness scale 30.5% and the last social distance scale 39%. The

similarities between previous study and the current study are analyzed the types of maxim politeness and used theory by Leech. The differences between this study and previous study are in the data source and analyzed focus. This study analyzed data from YouTube videos while the previous study analyzed data from movie. This study focus on context situation while previous study concentrated in the scale of politeness.

The fifth is a thesis entitled “An Analysis of Politeness Maxim Used in The Conversation between Characters in *Land before Time: Journey the Brave* Movie” by Pebriyani (2021). The aims of this study is to analyze what kind of politeness maxim is used and explain how the speech function of politeness maxim in the conversation in *Land before Time: Journey the Brave* movie. The data take from *Land before Time: Journey the Brave* movie. This research used theory proposed by Leech’s (1983) and Holmes (2013). This research used a descriptive qualitative analysis method and observation methods. The data taken from movie and movie script. The finding showed that there are six kinds of politeness maxim were used, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim and the politeness maxim are influenced by speech function. The similarities between the previous study and the current study are analyze the type of maxim politeness that found and used theory by Leech. The differences between this study and previous study are in the data source and analytical focus. This study used YouTube videos as data source while the previous study used movie. Additionally, while previous study analyzed speech function related to politeness maxim while this study is to

analyze the context situation.

2.2 Concepts

The concept in this study can be divided into three parts in regard to describe the idea about the study, they are politeness maxim, Korean Englishman and YouTube.

2.2.1 Politeness Maxim

According to Leech (1989) politeness is naturally asymmetrical. Be polite to listeners, polite to third parties, polite to speakers, and vice versa. Or in another ways politeness is referred as pragmatics form based on the principle of cooperation and the principle of modesty. These maxim suggests that us express of our belief politely and avoid the rude speech. The goal of being polite in communication to create a strong relationship between the speaker (S) and hearer (H). Politeness is not about each other relationship but has evolved into a social and cultural value in society. The goal of being polite in communication is to express ideas and emotions clearly and courteously without offending or harming other people.

2.2.2 Korean Englishman

Josh Carrott and Ollie Kendal are the co-founders of a YouTube channel named Korean Englishman. This channel was founded in 2013 and features videos about Korean and English food, as well as responses from friends and famous people to Korean culture and food. The channel has been running for a year since then. At this time, their subscriber number is at about 5.56 million subscribers. The

video where they introduced fire noodles to their British friends as a spicy food become a challenge in 2014 called a “Fire Noodles Challenge”, that very popular then.

2.2.3 YouTube

According to Cambridge Dictionary, YouTube is the name of a website where people can publish videos created by them. In other source, Wikipedia, YouTube, an online video sharing and social media platform, is widely used worldwide. Created by Steve Chen, Chad Hurley and Jawed Karim on February 12, 2005. YouTube has more than 2.5 billion monthly users and more than 1 billion hours of video every day. As of May 2019, more than 500 hours of video content are uploaded to YouTube every minute.

2.3 Theories

In analyzing the data, this research used theories that could support the analysis. In this study, there are two main theories that related to the problems. First, theory from Geoffrey Leech's (1989). This theory identifies types of politeness maxims, and the second theory from Halliday's (1989). This theory to analyze the context of the situations that make the participants in conversation did politeness. These theories are explained below:

2.3.1 Politeness Maxim

Leech (1983) defined pragmatics as contextual meaningful utterances to find specific language that can be used in specific situation. Pragmatic also study about maxim to make a conversation. Leech (1983) proposed politeness maxim into six types, they are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim.

2.3.1.1 Tact Maxim

The first politeness maxim is tact maxim that used to ordering, commanding, requesting, advising, recommending, or offering. Tact maxim applies their proportional context to do some action to perform and should respectively by hearer or the speaker. Tact maxim also minimize cost benefit to other and maximize benefit to other.

Example:

Peel these potatoes (Leech, 1989: 107).

2.3.1.2 Generosity Maxim

Generosity maxim by Leech (1989) stated minimize expression benefit to self and maximize expression belief cost to self. In another explanation Generosity Maxim requires participants in communication to minimize self-advantage and maximize self-disadvantage. In this maxim 'others' must be prioritizes over 'our self'. Prioritizing others means that self must add the burden on our self by offering help to another. A gesture such as helping, offering help, doing other people's work, and giving things are considered polite and kind.

Example:

You must come and have dinner with us (Leech, 1989: 133).

2.3.1.3 Approbation Maxim

Approbation maxim by Leech (1989) stated minimize expression of dispraise of other and maximize expression to praise to other. This maxim says avoid saying unpleasant things to others and more particularly about compliment. In another explanation Approbation maxim it is supposed that the other person in the conversation do not mock, humiliate, or hurt each other's feelings. This approbation maxim also includes expressive speech acts. Expressive speech acts are utterances that express the feelings of the speaker about certain condition.. Praising, thanking, complaining, and criticising are examples of expressive speech acts

Example:

A: Her performances was outstanding!

B: Yes wasn't it! (Leech, 1989: 135)

2.2.1.4 Modesty Maxim

Modesty maxim stated to minimize expression to praise to self and maximize expression to dispraise to self. (Leech, 1989). People who praise themselves are considered arrogant and not humble. According of this maxim, speakers usually deny other people's compliments to them. And them usually insulting themselves.

Example:

How stupid am I! (Leech, 1989: 136).

2.2.1.5 Agreement Maxim

This agreement maxim involves minimizing disagreement and maximizing agreement between self and other (Leech, 1989). The key to effective communication is to avoid disagreement among participants. However, it is not necessary to avoid disagreement completely, but rather to express agreement with others.

Example:

A: English is difficult language to learn.

B: True, but the grammar quite easy.

(Leech, 1989: 138)

2.2.1.6 Sympathy Maxim

According to Leech (1989) sympathy maxim requires to speaker and hearer to maximizing sympathy and minimizing antipathy between speaker and hearer. Sympathy Maxim also reduce the amount of antipathy between speakers as much as possible and increase the number of sympathetic speakers to others. This maxim, which is similar to congratulating, sympathizing, and offering condolences to others, is appropriate to assertiveness.

Example:

I am terribly sorry to hear that your cat is died.

(Leech, 1989: 138)

2.2.2 Context of Situation

Halliday introduced three terms they are field, tenor and mode. These relate to certain aspects of social situations that always affect the language used. Each of the three fields, Tenor and Mode, can be thought of as variables represented by specific values. Each functions as a starting point for any situation as a set of possibilities or to use technical word. This theory proposed by Halliday (1989) is used in this study. The theories can be explained as follows:

2.2.2.1 Field

Fields are social behaviors related to what is happening, what is actually happening, where the participants are engaged in, and the language of which these characters are an important part (Halliday, 1989: 12). Conversations can be greatly influenced by the occurrence of something in good conversations. Speech or body language support through contextual understanding of behavior itself that engage across languages

2.2.2.2 Tenor

Tenor refers to the person who participates in the conversation, status and role and relationship as a participants (Halliday, 1989: 12). Conversations are when two or more individuals share information or messages with each other. Through a conversation, people choose grammar based on the relationship between the participants. In general, people who are closely related to each other influence their grammar and word choices when conversing. For example, conversations between strangers and family have different grammar and word choices.

2.2.2.3 Mode

Halliday (1989: 12) said that Mode refers to the part of language performed, the language that participants are expected to use in the situation, the symbolic structure of the text, and the status and function of meaning in the context.

Conclude what the text accomplishes in terms, whether spoken or written, as well as in the genres of persuasive, didactic, explanatory, etc.

