

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In this world, everyone needs Communication is an essential part of human interaction and plays a crucial role in building positive social relationships. According to Crystal (1990), communication involves the transmission of messages between a speaker and a listener, in which language functions as the primary medium for expressing meaning. The systematic study of language is known as linguistics, defined by Richards and Schmidt (2010) as the study of language as a human communication system. One important branch of linguistics is pragmatics, which examines how meaning is conveyed and interpreted in context. Yule (1996) states that pragmatics focuses on meaning as communicated by speakers and understood by listeners. Therefore, speakers must select appropriate expressions to ensure effective and polite interaction. In this regard, this study is situated within pragmatics and draws on Leech's (1983) Politeness Principle, which explains how speakers maintain social harmony through politeness Principle.

The Politeness Principle proposed by Leech (1983) is a central theory in pragmatics that explains how speakers use language not only to convey information but also to maintain social harmony in interaction. Leech identifies six politeness maxims: tact, generosity, approbation, modesty, agreement, and sympathy, which function as guidelines for producing polite and socially acceptable utterances. Politeness plays an important role in maintaining interpersonal relationships, as it helps reduce potential conflict, minimize face-threatening acts, and create a positive

conversational atmosphere. In public and informal media contexts, such as interviews or talk-oriented discussions, politeness becomes particularly significant because speakers are expected to balance information delivery, social norms, and audience engagement. As emphasized by Leech (1983), politeness is not merely a matter of courtesy but a strategic use of language to achieve communicative goals. In this regard, podcast conversations provide a relevant context for examining how politeness principles operate in natural spoken interaction.

A podcast is a form of public communication that combines interview, entertainment, and conversational elements, where interaction is designed to appear natural while remaining engaging and socially appropriate for a wide audience. In such settings, politeness plays a crucial role, as speakers must manage questions, responses, and interpersonal relations without causing offense or miscommunication. Informal yet public conversations allow politeness strategies to emerge spontaneously through real-time interaction, enabling speakers to negotiate meaning, maintain rapport, and manage social balance. Differences in communicative roles further highlight how politeness functions to sustain cooperation and respect in interaction. Therefore, podcast discourse provides a relevant context for examining the application of Leech's (1983) Politeness Principle in naturally occurring spoken communication. This study is significant both academically and practically, as it contributes to pragmatic studies by illustrating how politeness operates in authentic interaction and offers insights into how language is strategically used to maintain harmony, mitigate conflict, and support effective communication in public discourse.

Moreover, the study highlights the broader implications of politeness in media communication. In an era when digital platforms like podcasts influence public opinion and cross-cultural interaction, understanding how speakers apply the Politeness Principle helps explain how language is used to create a respectful, engaging, and entertaining atmosphere. Such awareness is essential for improving communicative competence, particularly in intercultural contexts where politeness norms differ but the need for mutual respect remains universal. Ultimately, by analysing the conversation between Joe Rogan and Michael Venom Page in *The Powerful JRE Podcast*, this research not only enriches the theoretical understanding of pragmatics but also emphasizes the practical importance of the Politeness Principle in achieving effective and harmonious communication.

1.2 Problems of the Study

Based on the background above, the problems of this study are formulated as follows:

1. What are types of Politeness Principle are found in the conversation between Joe Rogan and Michael Venom Page on *The Powerful JRE Podcast*?
2. What are the functions of the Politeness Principle in the conversation between Joe Rogan and Michael Venom Page on *The Powerful JRE Podcast*?

1.3 Objectives of the Study

Based on the background outliend above, this study has two objectives. Those can be described as follows:

1. To identify the types of Politeness Principle that appear in the conversation between Joe Rogan and Michael Venom Page on *The Powerful JRE Podcast*.
2. To analyze the functions of the Politeness Principle found in the conversation between Joe Rogan and Michael Venom Page on *The Powerful JRE Podcast*.

1.4 Limitation of the Study

This study examines how the types and functions of Leech's Politeness Principles (1983) appear in the conversation between Joe Rogan and Michael Venom Page on The Powerful JRE podcast, which were comprehensively analyzed from the beginning to the end of the selected minutes. This analysis focuses exclusively on the verbal interactions between the host (Joe Rogan) and the guest (Michael Page), including relevant exchanges that illustrate the use of politeness in maintaining conversational harmony. In addition, this study describes the types and functions of the Politeness Principle found in the selected podcast conversations.

1.5 Significance of the Study

This section discusses the significance of the study by emphasizing its findings. Generally, the significance can be divided into two parts: theoretical significance and practical significance.

1.5.1 Theoretical Significance

Theoretically, this research contributes to the body of knowledge on pragmatics, particularly by clarifying how Leech's (1983) Politeness Principle operates in real-life communication. By analyzing the conversation between Joe

Rogan and Michael Venom Page on *The Powerful JRE Podcast*, this research provides a clearer picture of how politeness is expressed and maintained in unscripted, natural spoken interaction. The findings are expected to enrich the existing literature and serve as a reference for future researchers who are interested in studying politeness strategies and pragmatic phenomena in media.

1.5.2 Practical Significance

In practice, the outcomes of this research are intended to benefit diverse groups, particularly students and researchers. It serves as a reference for further studies on politeness and media discourse. For educators, the findings can be used as supplementary material in teaching pragmatics, discourse analysis, and applied linguistics. For media practitioners such as hosts, journalists, and communication specialists, the study provides insights into how politeness functions in talk show settings to engage the audience and maintain rapport with guests. Finally, for the general public, the research increases awareness of how politeness operates in everyday communication, especially in public performances where maintaining a positive image is essential.

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CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter presents a review of related literature, key concepts, and the theoretical framework that form the foundation of this study. Relevant previous studies are discussed in the review of related literature section, key terms are clarified in the concepts section, and the main theories used are explained in the theoretical framework section.

2.1 Review of Related Literature

The first previous study is a thesis written by Sri Mulyanti (2023) entitled *“An Analysis of Politeness Principles Used by Teachers’ Utterances in the YouTube Video ‘Meng ajar Procedure Text’”*. This study aimed to analyze the types of politeness principles used by an English teacher in a teaching video uploaded on YouTube. By applying Leech’s (1983) Politeness Principle and using the research identified several maxims, such as the tact maxim, generosity maxim, and approbation maxim, which were frequently applied by the teacher to build a positive learning atmosphere. The study showed that the teacher’s use of politeness maxims helped to encourage students’ participation, maintain respect, and foster effective communication during the learning process.

Both Sri Mulyanti study and the present research shared the same theoretical framework, as both applied Leech’s (1983) Politeness Principle to analyzed politeness in spoken interaction. In addition, both studies employed a descriptive qualitative method to categorize and interpret utterances reflecting the use of politeness principles. However, the two studies differed in terms of context,

participants, and communicative purpose. Sri Mulyanti analyzed a teacher's utterances in an educational YouTube video, representing a formal instructional setting, whereas the present study examined the interaction between Joe Rogan and Michael Venom Page on *The Powerful JRE Podcast*, which belonged to an entertainment-oriented and semi-formal media context. Furthermore, while the previous study focused on how politeness facilitated teaching and learning processes, the present research investigated how politeness principles functioned to maintain friendly relations, preserve social harmony, and ensure the continuity of communication in a public conversational setting.

The second previous study is a thesis entitled "*A Politeness Maxims Analysis on the Dialogue of Date Night Movie*" written by Angraini Puspita Sandra (2010). This study aimed to analyze the politeness maxims found in the dialogues of the movie *Date Night*. Using Leech's (1983) Politeness Principle as the framework, the research identified the types of politeness maxims that appeared and examined how they contributed to the flow of communication between the characters. The findings revealed that various maxims such as tact maxim, approbation maxim, and agreement maxim frequently occurred in the movie dialogues. These maxims were used by the characters to maintain harmony, reduce conflict, and enhance the comedic and relational aspects of the story.

Both the previous study and the present research examined politeness phenomena in spoken interactions within entertainment contexts. However, while the earlier study applied Leech's (1983) politeness maxims to analyzed politeness in scripted movie dialogues, the present research employed Leech's Politeness

Principle to investigate authentic, unscripted interaction in a podcast setting. Both studies aimed to identify forms of politeness and explain their communicative functions. Nevertheless, the findings of the present study demonstrated that politeness was predominantly used to maintain friendly relations, social harmony, and continuity of communication, reflecting the interpersonal and conversational nature of podcast discourse. Unlike the fictional and pre-planned dialogues analyzed in the previous study, the current research emphasized spontaneous exchanges between a host and a guest, showing how politeness principles functioned dynamically in a semi-formal, real-life media interaction.

The third previous research comes from Ariputra et al. (2018) with the title *“Language Politeness Principle in Indonesia Lawyers Club Talkshow on TV One.”* This study aimed to identify the application of Leech’s Politeness Principle in the context of a political talk show, specifically the Indonesian Lawyers Club program broadcast on TV One. The researcher adopted a descriptive qualitative method to explore how different participants in the talk show including the host, political figures, and professional experts applied the six maxims of politeness formulated by Leech (1983). The findings showed that several maxims, including the tact maxim, agreement maxim, and approbation maxim, were frequently used by the speakers to maintain politeness during heated debates. However, there were also instances in which certain maxims were flouted, particularly in argumentative or confrontational exchanges, reflecting the nature of political discourse.

Both the previous study and the present research employed Leech’s (1983) Politeness Principle and examined spoken interaction in media-based

conversations. However, the findings of the present study differed in terms of function and interactional goals. While politeness in the Indonesia Lawyers Club was primarily used to manage disagreement and persuasive argumentation, the current research found that politeness functions were predominantly oriented toward maintaining friendly relations, preserving social harmony, and ensuring the continuity of communication. These differences reflected the contrasting communicative contexts: a politically charged debate versus a relaxed, semi-formal podcast conversation between Joe Rogan and Michael Venom Page. This comparison demonstrated that although the same politeness framework was applied, the realization and functions of politeness varied according to the nature of the media setting and interactional purpose.

The fourth previous study was conducted by Anggraeni, S. (2021) under the title "*Politeness Principles in Persuasion Movie.*" This study aimed to identify the application of Leech's Politeness Principle (1983) in the context of character dialogues in the movie. The study employed a descriptive qualitative method to analyze how the characters' utterances, including words, phrases, and sentences, applied the six politeness maxims proposed by Leech. The findings showed that several maxims, including the tact maxim, agreement maxim, and the approbation maxim, were frequently used by the characters to maintain politeness during dialogues containing agreements and disagreements. However, there were also instances in which certain maxims were flouted, particularly in argumentative exchanges, reflecting the dynamics of social interaction in the story.

Both this previous study and the present research apply Leech's (1983) Politeness Principle as the theoretical framework and focus on conversational media as the context of analysis. Both studies aim to explore how politeness principles are applied in spoken interactions. The previous study found that politeness was primarily used to manage agreements and disagreements, often appearing in argumentative dialogues. In contrast, the present research, which analyzes *The Powerful JRE Podcast* featuring Joe Rogan and Michael Venom Page, found that politeness functions were predominantly oriented toward maintaining friendly relations, creating humor, and ensuring smooth, semi-formal communication. This difference emphasizes how the same theoretical framework can be applied in different contexts to reveal unique patterns of politeness depending on the nature and purpose of the interaction.

The fifth previous study was written by Irma Khilyaturrahmah et al. (2024) in an article entitled "*Analysis of Politeness Speech on Account TikTok @Iamegamei: Indian Person, No Vrindavan or Prindapan.*" The study aimed to investigate the occurrences and forms of politeness and impoliteness expressed in a TikTok video produced by the account @Iamegamei. The study employed Leech's (1983) Politeness Principle as the main framework and used a qualitative method. The results indicated that the data contained various realizations of politeness maxims, such as the tact maxim and approbation maxim, but also included violations that indicated impoliteness, particularly in expressions of disagreement and criticism. The study highlighted how online communication

through TikTok often reflects different levels of politeness depending on the speaker's intention, audience perception, and cultural background.

Both this previous study and the present research adopt Leech's (1983) Politeness Principle to analyze politeness in spoken interaction, focusing on how maxims are applied in real communication contexts. The previous study found that politeness and impoliteness were both present, with speakers using maxims strategically in informal digital interaction, often to express disagreement or criticism. In contrast, the present research, which examines the conversation between Joe Rogan and Michael Venom Page on *The Powerful JRE Podcast*, found that politeness functions were primarily aimed at maintaining friendly relations, creating humor, and ensuring smooth, semi-formal communication. This distinction illustrates how the application and function of politeness principles can vary according to the communicative setting, the medium, and the purpose of the interaction.

2.2 Concepts

This section explains the concepts relevant to the study's main focus, with the aim of clarifying and comprehensively defining the key terms used. As this research is titled "*An Analysis of the Politeness Principle in the Conversation between Joe Rogan and Michael Venom Page on The Powerful JRE Podcast*", the concepts discussed here are limited to Politeness, Politeness Principle, and Podcast. These concepts are considered essential as they directly relate to the object of the research.

2.2.1 Politeness

According to Brown and Levinson (1987), politeness is a universal phenomenon in human interaction that functions to minimize conflict and strengthen social relationships. Politeness may be expressed through various linguistic means such as greetings, compliments, apologies, indirectness, or honorifics. In this study, politeness is viewed as a pragmatic phenomenon reflected in the interactions between Joe Rogan and Michael Venom Page in *The Powerful JRE Podcast*.

2.2.2 Politeness Principle

As part of his contribution to pragmatics, Leech (1983) formulated the Politeness Principle, which is made up of six maxims: tact, generosity, approbation, modesty, agreement, and sympathy, which serve as guidelines for speakers to uphold politeness in their interactions. Each maxim emphasizes minimizing expressions that may threaten others and maximizing expressions that, and solidarity. This principle serves as the main analytical framework of the study, providing the basis for examining how Joe Rogan and Michael Venom Page employ the politeness principle in their conversation on *The Powerful JRE Podcast*.

2.2.3 Podcast

According to Tolson (2001), podcast are hybrid forms of communication that combine elements of casual conversation and structured interviews. In podcasts, language use is not only informative but also performative, aiming to entertain the audience while presenting the personality of the guest. In the context of this research, the conversation between Joe Rogan and Michael Venom Page on

The Powerful JRE Podcast provides rich data to examine how politeness principles are realized in public interactions, as the participants negotiate social roles while maintaining harmonious communication.

2.3 Theories

This study applies Leech's (1983) Politeness Principle as the main theoretical framework. As a part of pragmatics, it examines how speakers use language to maintain social harmony and minimize conflict. This principle is relevant to the research problems: first, to identify the types of politeness principles in the conversation between Joe Rogan and Michael Venom Page; and second, to analyze their functions in ensuring smooth, respectful, and socially appropriate interactions in the podcast. Using this framework allows the study to explore how politeness operates both as a linguistic strategy and a social function in real-life spoken communication.

2.3.1 Pragmatics

Pragmatics is a branch of linguistics that studies meaning in context. Yule (1996) defines Pragmatics as the study of speaker meaning, which goes beyond the literal meaning of words to consider how meaning is shaped by context, background knowledge, and social relationships. Similarly, Levinson (1983) states that pragmatics is the study of the relationship between language and context, which is central to understanding communication. Pragmatics is relevant to this research because the politeness principle of Joe Rogan and Michael Venom Page utterances cannot be fully understood without considering the context in which they occur. For instance, the same sentence may be interpreted as polite or impolite depending on

who the addressee is, the situation, and the purpose of the interaction. Thus, pragmatics provides the foundation for analyzing how meaning and politeness principle are constructed in their podcast conversation.

2.3.2 Types of Politeness Principle

Leech (1983), in his book *Principles of Pragmatics*, explains that politeness in language functions not only to convey meaning but also to maintain social harmony. For this purpose, he introduced the Politeness Principle, which consists of six maxims: tact, generosity, approbation, modesty, agreement, and sympathy. These six maxims serve as guidelines for speakers to communicate appropriately while showing respect to their interlocutors.

2.3.2.1 Tact Maxim

According to Leech (1983), this maxim requires the speaker to minimize the cost to others and maximize the benefit to others. It is commonly found in directive speech acts such as requests, invitations, or commands expressed politely.

Example: *“Could you please open the window”*

According to Leech (1983) its primary function is to maintain harmonious social relationships by reducing potential conflict or tension in communication. It guides speakers to express requests, suggestions, or directives politely.

2.3.2.2 Generosity Maxim

This maxim focuses on showing consideration for others by limiting self-benefit and accepting more responsibility or sacrifice. It reflects a speaker's intention to place others' needs above personal gain during communication.

Example: *“You take the seat, I'll stand.”*

Leech (1983) explains that the primary role of the Generosity Maxim is to reflect kindness and concern for others, helping to maintain harmonious and respectful social relationships.

2.3.2.3 Approbation Maxim

Leech (1983) explains that this principle encourages speakers to avoid criticizing others and to emphasize praise instead. Through this principle, speakers can create a positive and pleasant communication atmosphere.

Example: *“You did an excellent job in that project.”*

This example shows how a speaker gives praise to others, creating a positive communicative atmosphere. According to Leech (1983), the main function of the approbation maxim is to strengthen social relationships and increase the sense of appreciation in the listener, making interactions warmer and more enjoyable.

2.3.2.4 Modesty Maxim

This maxim highlights minimizing praise of self and maximizing dispraise of self. It is often applied to show humility in interaction.

Example: *“Oh, it was nothing, really. Anyone could have done it.”*

This example shows how a speaker minimizes self-praise or downplays their own achievements when receiving appreciation. According to Leech (1983), the main function of the modesty maxim is to reduce the impression of arrogance or boastfulness, maintaining harmony in interpersonal relationships and preserving a positive social image.

2.3.2.5 Agreement Maxim

Leech (1983) explains that this maxim encourages the speaker to minimize disagreement and maximize agreement with others. It helps conversations flow smoothly and prevents conflict.

Example:

A: *“That Performance was amazing”*

B: *“Yes, I totally agree, it was fantastic.”*

This example shows how a speaker emphasizes agreement with the listener, thereby reducing potential conflict or tension. Leech (1983) states that the agreement maxim aims to help speakers reach common ground, improve conversational harmony, and maintain good social relations.

2.3.2.6 Sympathy Maxim

This maxim emphasizes reducing negative feelings and enhancing positive concern between the speaker and the listener. It is typically demonstrated in moments of happiness or sadness as a way to convey empathy.

Example: *“I’m sorry for your loss.”* or *“Congratulations on your success!”*

This example shows how a speaker expresses empathy or sympathy toward the listener’s feelings, whether in happy or sad situations. Leech (1983) explains that the sympathy maxim serves to foster emotional connection and reinforce social relationships, allowing communication to feel more genuine and compassionate.

2.3.3 Function of Politeness Principle

In interpersonal communication, language is not only used to convey information but also to maintain social harmony and mutual respect among

communication participants. According to Leech (1983) in *Principles of Pragmatics*, the Politeness Principle (PP) functions as a complementary system to Grice's Cooperative Principle (CP). While CP focuses on the efficiency and clarity of communication, PP emphasizes the social and relational aspects of language use. Leech (1983) argues that politeness serves as a means of reducing potential conflict and promoting harmonious interaction in conversation. Therefore, the main function of the politeness of Principle is to ensure that communication remains socially acceptable and emotionally considerate.

2.3.3.1 To Maintaining Social Harmony

One of the primary functions of the Politeness Principle was to preserve social equilibrium and prevent the emergence of disharmony among interlocutors. Polite linguistic strategies were employed by speakers to soften their utterances and reduce the likelihood of threatening the interlocutors' face or self-esteem. In line with Leech's (1983) framework, politeness served to limit the explicit expression of impolite attitudes while sustaining interpersonal balance during interaction. This function was particularly significant in social and cultural contexts that emphasized harmony, mutual respect, and the avoidance of direct confrontation

2.3.3.2 To Maintaing Friendly Relations

Another important function of the Politeness Principle was to maintain friendly relations between speakers and hearers. Polite expressions were utilized to create a sense of closeness, solidarity, and mutual respect, allowing interpersonal interactions to proceed in a positive and cooperative manner. Through the use of praise, agreement, gratitude, and considerate responses, speakers were able to

strengthen social bonds and enhance interpersonal rapport. Consistent with Leech's (1983) view, politeness functioned as a communicative strategy that promoted affiliative relationships and reduced social distance, thereby supporting the continuity of amicable interaction.

2.3.3.3 To Ensuring the Continuity of Communication

Another function of the Politeness Principle was to ensure the continuity of communication between interlocutors. Polite strategies were employed to keep interactions running smoothly by reducing tension, managing disagreements, and preventing conversational breakdowns. By using careful wording, indirect expressions, and supportive responses, speakers were able to sustain the flow of interaction and encourage further participation. In accordance with Leech's (1983) theory, politeness served as a mechanism that facilitated ongoing dialogue and maintained communicative coherence, even when sensitive topics or differing perspectives arose during the conversation.

