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POLITENESS MAXIMS USED ON TALKSHOW VIDEO ENTITLED” CULTURE SHOCK OR SHOCK CULTURE, WHICH ONE?” IN DEDI_4548 YOUTUBE CHANEL

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Abstract

This study examines the application of Geoffrey Leech’s politeness principles in the talk show “Culture Shock or Shock Culture, Which One?” to understand how politeness maxims contribute to effective communication. Using a qualitative approach, the dialogue was analyzed based on Leech’s six maxims: tact, generosity, approbation, modesty, agreement, and sympathy. The findings reveal that all maxims are present, with the agreement maxim being the most frequently observed (4 instances), followed by the approbation maxim (3 instances), generosity maxim (2 instances), and tact and modesty maxims (1 instance each). The predominance of the agreement maxim highlights its role in fostering a harmonious conversational environment, avoiding conflict, and encouraging mutual respect. The tact maxim minimizes imposition, while the approbation maxim strengthens rapport by emphasizing praise. Additionally, the modesty maxim promotes humility, and the generosity maxim reflects the speakers’ willingness to prioritize others. These results suggest that politeness maxims are essential in maintaining positive and engaging talk show interactions, with the agreement maxim playing a central role in ensuring smooth and respectful discourse.

Keywords: pragmatic, politeness, maxim, talk show

I. INTRODUCTION

Humans naturally are social beings who always need each other and cannot live alone, so humans need to interact with others. One of the manners to interact is communication through a language. According to Cartwright (2002), communication is the passing on of information, ideas, feelings, etc. to another party. Thus, communication is crucial for humans as social beings, so building good communication is highly required.

According to Grundy (2000), politeness occurrence is a manifestation of the broader concept of appropriate behavior. Humans do not possess politeness inherently, so humans must learn and establish it. Maxim of politeness is one manner to establish politeness in conversation. Leech (1983) states that politeness language fundamentally should pay attention to six maxims of politeness, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Politeness maxims are essentially rules that should be adhered by people in conversation to show polite intention. Therefore, both speaker and hearer must be polite by

adhering to the politeness maxim during communication.

The application of politeness maxims is required in communication. By applying it, parties in communication will feel safe and comfortable, which also will build good communication. According to Cruse (2006), politeness account regarding minimizing the negative effect and maximizing the positive effect of the speaker's utterance. Politeness is beneficial for both parties in communication because it will help to maintain the feelings of both the speaker and the hearer. Lakoff (1975) proposes that politeness is developed by society to reduce the fraction of personal interaction. Politeness is appropriate to apply in any field of communication, one of it is talk show.

In the talk show, the host as the interviewer demands some information from the guest star as the interviewer by asking several questions. The host has to speak politely when he asks several questions, and the guest star also has to speak politely when he answers the questions as support to build good communication. In other words, the host and guest star must consider what they said to make each

other feel comfortable. The participants in the talk show need to adhere to maxims of politeness in order to make the hearer feel comfortable and safe. Furthermore, the application of the politeness maxim in the talk show may help people learn how to act proportionally on a stage. Thus, the host and guest star should adhere to maxims of politeness.

In this research, the researcher chose Leech's (1983) politeness maxim in the talk show as the theory because it is interesting considering that the talk show serves in an informal way, so the researcher is curious about what types of maxim politeness occurred. The researcher found a talk show used by a lecturer and the students in the English Literature Department at Sunan Gunung Djati State Islamic University, Bandung. This lecturer, who teaches a Cross-Cultural Understanding course to fifth-semester students, utilizes a talk show format to collaborate with students and discuss various course-related topics. Thus, the talk show format is adapted to facilitate discussions on relevant course material. The talkshow is uploaded on the dedi_4548 YouTube channel.

II. REVIEW OF RELATED LITERATURE

2.1 Politeness Principle

According to (Levinson, 1987) Politeness is a behavior or attitude that shows respect, politeness, and consideration for others in social interactions. It can be a way of speaking, acting, or expressing oneself that aims to maintain good relationships and avoid conflict or discomfort. Politeness often involves the use of refined language, the use of manners, and showing respect for the feelings and dignity of others.

The politeness principle is a key concept in pragmatics, a subfield of linguistics that examines how people use language in social interactions. This principle focuses on how individuals manage their communication to be considerate and respectful towards others, thereby maintaining social harmony and avoiding conflicts. Central to the politeness principle is the idea of "face," which refers to a person's social self-esteem or emotional needs during interactions. Linguists Brown and levinson (1987) have significantly contributed to this field by developing a model that outlines various strategies

people use to protect both their own and others' face. These strategies range from being direct and clear, to employing subtle and indirect forms of communication.

2.2 Politeness maxims

Politeness maxims are guidelines proposed by linguist Leech (1983) that help explain how people use language to be polite and considerate in communication. These maxims outline specific strategies for maintaining social harmony and avoiding offense during interactions. There are 6 type of politeness maxims, they are tact, generosity, approbation, modesty, agreement, and sympathy maxim.

a. Tact maxim

Tact maxim has two things to point out. (1) minimizing cost to other and (2) maximizing the benefit to other. In this maxim, the speaker must reduce the imposition toward the hearer.

b. Generosity maxim

Generosity maxim has two things to point out. (1) minimizing benefits to self and (2) maximizing cost to self. This maxim is pointed to speaker itself while tact maxim is pointed to other.

Both of tact maxim and generosity maxim concern regarding the cost (imposition).

c. Approbation maxim

Approbation maxim has two things to point out. (1) minimizing dispraise of others and (2) maximizing praise of others. People may apply this maxim to avoid saying undelighted words.

d. Modesty maxim

Modesty maxim has two things to point out. (1) minimizing praise of self and (2) maximizing dispraise of self. Both approbation maxim and modesty maxim concern with the degree whereby the speaker evaluates others or himself.

e. Agreement maxim

Agreement maxim has two things to point out. (1) minimizing the expression of disagreement between self and other and (2) maximizing the expression of agreement between self and other. (Cutting 2002) states that this maxim is align to politeness strategy (seek agreement and avoid disagreement). This maxim is pointed

to both participants in the conversation.

f. Sympathy maxim

Sympathy maxim has two things to point out. (1) minimize antipathy between self and other and (2) maximizing sympathy between self and other. In this maxim, soften his words by using euphemisms.

Similar research previously had been conducted related to politeness maxims. There is Rini, Heriyanto, and Muhid (2023) which entitled "Maxim of Politeness Used in “ The Grand Final of American Got Talent 2021”: A Pragmatics Analysis ". In this research, the researchers found the types of politeness maxims used by the judges and participants of the grand final are tact maxim, generosity maxim, approbation maxim, agreement maxim, sympathy maxim, and modesty maxim. Thus, all types of six politeness maxims are used by the judges and participants. In the third previous research involves a wide range of groups, including participants, judges, and audiences who observe the event. Given the diversity of involvement, this research is designed to appeal to a wider public, as it addresses a range of interests and perspectives from a variety of parties.. In contrast, this

research is more limited in scope, involving primarily a smaller, more specific group such as lecturers and students in UIN Bandung. This focussed discussion academic or institutional needs rather than the broader public interest, highlighting a distinct purpose and audience for each research effort.

III. RESEARCH METHOD

Qualitative research is an method for investigating and comprehending the significance that individuals or groups assign to a social issue or human situation (Creswell, 2018). Qualitative methods focus more on aspects that cannot be measured numerically, such as people's experiences, perceptions and views. Through this approach, researchers seek to understand the complexity of social phenomena from the perspective of the individuals or groups involved. Qualitative methods allow researchers to explore the meaning behind social actions and interactions, reveal the dynamics and processes underlying human behavior, and provide deep insight into the cultural and social context that influences everyday life. Techniques such as in-depth interviews, participant observation,

and document analysis is a research method that involves collecting and evaluating data. The main purpose of document analysis is to gain a deeper understanding of a particular phenomenon, event, or topic by examining the information contained in the documents. Document analysis are often used to collect qualitative data. The results of qualitative research usually take the form of detailed narratives or descriptions that describe the findings comprehensively, allowing for a richer and more nuanced understanding of the subject under study. Thus, qualitative methods are very useful in developing new theories, exploring complex issues, and providing a deep understanding of phenomena that are difficult to explain with numbers and statistics alone. The goal is to gain deep insight into how people interpret and respond to various social phenomena or situations in their lives.

The data that used for this research are sourced from the YouTube channel dedi_4548. The YouTube channel dedi_4548 is a channel that is quite well known among English literature students at State Islamic University Sunan Gunung Djati Bandung. This channel often collaborates between

lecturers and students who discuss English literature material such as Phonology, Morphology, Cross Culture Understanding, Language and Advertisement, etc.

There are several steps of technique collecting data that uses in this research:

a) choosing the video of the collaboration talk show between the English lecturer and the students with entitled " Culture Shock or Shock Culture, Which One?" on the dedi_4548 YouTube channel.

b) Observing the chosen videos of the collaboration talk show between the English lecturer and the students on the dedi_4548 YouTube channel.

c) Transcribing the spoken language data of the video to the form of written text.

d) Highlighting the utterances in which politeness maxims and the factor causing politeness occur

There are several steps that used in analyzing data:

a) Reducting the data by using politeness maxim theory.

b) Displaying the data into six types of politeness maxims.

c) Making a conclusion and verification of the whole of the discussion in this research

IV. FINDING AND DISCUSSION

Datum 1

Host: Okay, I hope you stay tuned to this talk show from the beginning till the end

Co-host: **Yeah, that's right**, because in this section we're talking about the Sculptor Show

The conversation between the Host and Co-host reflects the Agreement Maxim in Leech's politeness theory, which emphasizes the importance of minimizing disagreement and maximizing agreement in communication. The Co-host shows support for the Host's statement by saying "**Yeah, that's right**," which serves to strengthen and confirm the understanding between them. In addition, the Co-host continues by providing additional information about the topic to be discussed, namely the Sculptor Show, so that the conversation continues to flow well. By implementing the

Agreement Maxim, they create a harmonious, cooperative communication atmosphere and avoid potential disagreements that could disrupt the interaction.

Datum 2

Co-host 2: Okay. **That is a very interesting topic, Naris.** Do we have a special guest today?

Co-host: **Of course we have a special guest star**, they are...

The conversation between Co-host 2 and Co-host reflects the Approbation Maxim in Leech's politeness theory, which emphasizes the importance of maximizing praise and minimizing criticism of the interlocutor. Co-host 2 applies this principle by saying, "**That is a very interesting topic, Naris**," which serves as a form of appreciation for the topic being discussed, while also indirectly giving praise to the Host or team who prepared it. The Co-host's enthusiastic response, "Of course we have a special guest star, they are...," also maintains a positive tone in the conversation. By applying the Approbation Maxim, this interaction becomes more polite, enjoyable, and builds harmonious social relationships among the speakers.

Datum 3

Host: Oh, have you ever experienced?

Co-host: Stop, stop, stop. Maybe enough, don't waste the time. So that the discussion is more exciting. We better call now our guest star. Okay, let's welcome **Mr. Daddy, please give a applause.**

The conversation between the Host and Co-host reflects the Tact Maxim in Leech's politeness theory, which focuses on minimizing impoliteness and maximizing benefits for the interlocutor. When the Host asks, "Oh, have you ever experienced?" he seems to want to dig deeper into a topic, but the Co-host quickly stops him by saying, "Stop, stop, stop. Maybe enough, don't waste the time." Although this statement sounds direct and can be considered impolite, the Co-host quickly balances it with a positive justification, "So that the discussion is more exciting, we better call now our guest star," which shows that the purpose of stopping the conversation is not to ignore the Host, but to keep the dynamics of the event interesting. In addition, the Co-host closes with an enthusiastic tone, **"Okay, let's welcome Mr. Daddy,**

please give a applause," which shifts attention from the previous stop to a more interesting moment for the audience. By implementing the Tact Maxim, the Co-host successfully controls the flow of the event without causing impoliteness, maintaining a balance between communication effectiveness and politeness in the interaction.

Datum 4

Host: Sir, I heard you that you like to travel around the world

S1: **That's right**

The conversation between Host and S1 reflects the Agreement Maxim in Leech's politeness theory, which emphasizes the importance of minimizing disagreements and maximizing agreements to maintain harmony in communication. The Host opens the conversation with a positive statement, "Sir, I heard that you like to travel around the world," which leads to an assumption that allows confirmation from S1. In response, S1 responds briefly and directly, **"That's right,"** indicating agreement without adding details that could trigger disagreements. By applying the Agreement Maxim, S1 keeps the conversation flowing smoothly, creates

a friendly atmosphere, and avoids potential disagreements, thus maintaining effective and polite communication.

Datum 5

Host: So, I want to ask, do you have your own experience to culture shock? and usually, is there a reaction from the host to a new immigration? Can you tell us?

S1: **Well, yeah.** Because I learned first about Cross-cultural understanding, I read the habits or the tradition of the people around the world, so it can be minimized it is not the solution but it can be minimized I experienced the shock culture probably from the first, My name is Deddy Sulaiman and in other countries I will be called by Sulaiman, I have to understand that other

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Datum 6

Host: **Amazing performance from group 6.** All right, let's continue our conversation.

Co-host 2: I want to ask about, are culture shock normal to our life, and how do you deal with it? We know that this generation have internet as a source of media.

The conversation between Host and Co-host 2 reflects the Approbation Maxim in Leech's politeness theory, which emphasizes minimizing criticism and maximizing praise towards the interlocutor to maintain harmony in communication. The Host applies this principle by appreciating

the previous group's performance through the statement, "**Amazing performance from group 6,**" which serves as a form of appreciation before continuing the discussion. Next, Co-host 2 demonstrates a polite and supportive approach by asking an open-ended question, "I want to ask about, is culture shock normal to our life, and how do you deal with it?" which indicates curiosity without being critical or challenging. She also adds relevant context, "We know that this generation have internet as a source of media," which not only broadens the discussion but also emphasizes that she appreciates the advancement of technology in understanding the phenomenon of culture shock. By using the Approbation Maxim, this conversation maintains a positive tone, avoids direct criticism, and creates an atmosphere that supports and appreciates the contributions of each party to the discussion.

Datum 7

Co-host 2: I want to ask about, are culture shock normal to our life, and how do you deal with it? We know that this generation have internet as a source of media. Can we avoid culture shock? for example, we

search the culture first about the place that we want to visit. So we don't have experience of culture shock when we go to that place. Can we do that?

S1: **That's a nice question for me.** As I said, culture shock is normal for humans.

The conversation between Co-host 2 and S1 reflects the Approbation Maxim in Leech's politeness theory, which emphasizes minimizing criticism and maximizing praise to maintain harmonious communication. Co-host 2 asks a question in a positive and explorative tone, "Can we avoid culture shock? For example, we search the culture first about the place that we want to visit," which shows curiosity without criticizing or directly questioning the previous statement. She also adds a concrete example in an effort to understand more deeply about how to overcome culture shock, reflecting an approach that values the perspective of the interlocutor. In response, S1 applies the Approbation Maxim by complimenting Co-host 2's question, saying, "**That's a nice question for me,**" before continuing with her opinion that culture shock is something normal for humans. By using this strategy, S1 does not immediately refute or correct Co-host

2 's question, but instead provides appreciation first before explaining her views, thus keeping the discussion atmosphere positive, friendly, and supportive.

Datum 8

S1: I think this is normal. And **I invite you because you are studying English literature, you can speak English, you know, cross-culture understanding. You have to go to some place here in the world and use your English and you can adapt to the culture.** So you can practice the cross-culture understanding in the place you will be visited.

Co-host 2: Okay, so we cannot avoid the culture shock but we can minimize it.

The conversation between S1 and Co-host 2 reflects the Generosity Maxim in Leech's politeness theory, which emphasizes minimizing benefits to oneself and maximizing benefits to others in communication. S1 applies this principle by encouraging and inviting Co-host 2, "**I invite you because you are studying English literature, you can speak English, you know, cross-culture understanding,**" which shows support and motivation without highlighting

himself. S1 also emphasizes the benefits to Co-host 2 by saying, "You have to go to some place here in the world and use your English and you can adapt to the culture," which indirectly provides an opportunity for Co-host 2 to grow and gain valuable experience. By giving advice that benefits the other person, S1 practices the Generosity Maxim by emphasizing the benefits to others rather than himself. Co-host 2 then responded by summarizing the understanding gained, "Okay, so we cannot avoid the culture shock but we can minimize it," which showed that the conversation went well and was full of support without any dominance from one party, creating harmonious and mutually beneficial communication.

Datum 9

Host: Okay, sir, for the last question. Based on your own experience, is there any strategies or some tips for dealing with this culture shock? Can you share with us?

S1: **Yeah, this is right.** When we discussed about the internet, probably many years ago, we had a limited access to internet.

The conversation between Host and S1 reflects the Agreement Maxim

in Leech's politeness theory, which emphasizes minimizing disagreements and maximizing agreements to maintain harmonious communication. The Host asks an open-ended question that asks S1 to share experiences and strategies for dealing with culture shock, allowing S1 to provide an answer that aligns with his perspective. In response, S1 does not reject or deny the question, but instead immediately agrees by saying, **"Yeah, this is right,"** before continuing with a discussion about how limited internet access in the past has affected how people deal with culture shock. By applying the Agreement Maxim, S1 avoids contradiction and ensures a smooth conversation by agreeing with the premise put forward by the Host before expanding the discussion with additional relevant information. This creates a polite, positive interaction that keeps the dialogue flowing without creating disagreements.

Datum 10

Co-host: okay, that was our conversation with our guest today. You have heard the answer that given by him.
We're truly grateful for Mr. Dedi for taking the time to

join us in the studio. Finally, I am Nariswari Ardy Azzahra

Host: I am Pandito Beno Pangestu

The conversation between the Co-host and Host reflects the Generosity Maxim in Leech's politeness theory, which emphasizes minimizing self-benefits and maximizing others' benefits in communication. The Co-host demonstrates this principle by expressing gratitude to the guest, **"We're truly grateful for Mr. Dedi for taking the time to join us in the studio,"** which highlights the contribution and time given by the guest, not themselves as hosts. Thus, the Co-host emphasizes appreciation for others rather than their own interests. This statement reflects a humble attitude and respect for the guest, which is a form of implementing the Generosity Maxim in maintaining polite and harmonious interactions. After that, the Host and Co-host close the event by introducing themselves, "Finally, I am Nariswari Ardy Azzahra" and "I am Pandito Beno Pangestu," which serves as a formal closing without taking more focus from the guest who has been appreciated previously. This

strengthens the nuance of politeness and balance in communication.

Datum 11

Co-host 2: and I am
Muhammad Fahmi Fahriza
Co-host: and all crew worker
say goodbye. **Sorry if there
are many mistakes.** Keep
watching the next episode of
D'Anatomy show.

The conversation between Co-host 2 and Co-host reflects the Modesty Maxim in Leech's politeness theory, which emphasizes minimizing self-praise and maximizing self-criticism in order to maintain humble and polite communication. This is seen in the Co-host's statement, "**Sorry if there are many mistakes,**" which shows a humble attitude by acknowledging the possibility of mistakes during the show. By conveying this apology, the Co-host avoids the impression of being arrogant or overconfident, while maintaining a good relationship with the audience. In addition, the closing with "Keep watching the next episode of D'Anatomy show" still provides a positive invitation without being too self-effacing. By implementing the Modesty Maxim, this conversation maintains politeness, shows a humble

attitude, and creates a more friendly and respectful impression of the audience.

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