



POLITENESS STRATEGIES USED BY SELENA GOMES AND ZACH IN ZACH SANG SHOW’S INTERVIEW

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Article History	Abstract
Submitted date: 2022-11-05 Accepted date: 2022-12-25 Published date: 2023-02-01 Keywords: Interview, politeness strategies, pragmatics, Selena Gomez, Zach Sang	This thesis entitled “Politeness Strategies Used by Selena Gomez and Zach in Zach Sang Show’s Interview”. The purpose of this study is to find the types of politeness strategies and the factors of using strategies by Selena and Zach. In analyzing the data, the writer used the theory of Brown & Levinson (1987) with a qualitative approach. The results of the research show that there are 39 data in politeness strategies used by Selena and Zach. They used 4 types of politeness strategies and 2 factors that influence the use of politeness strategies. The types of politeness strategies include 3 data bald on record, 29 data positive politeness, 4 data negative politeness, and 3 data off record. Politeness strategy that is most widely used is positive politeness. Positive politeness is a type of politeness strategy that can satisfy the listener's positive face. Then there are 2 factors that influence the use of politeness strategies by Selena and Zach, namely the circumstances and payoff (results to be obtained). The payoff factor is the most widely used factor. This factor can support the use of politeness strategies in an interview.

Introduction

Language is a communication tool to convey messages to other people. The message will be received if the communication goes well. One way to make good communication is the application of politeness strategies. Politeness strategies in communicating can be influenced by social and cultural factors. These factors can show politeness in speaking. It can be seen through the difference in social background between speakers and listeners when communicating, for example, someone will communicate more politely with an older person than a friend he has known for a long time. From these factors, someone tries to use a more polite language to establish a good communication relationship. Hence, politeness strategies are often found in daily conversation, for instance, "Excuse me, Mrs. Ellen, may I get a signed file at this time?" and "David I want the file that you have checked". The first example is an example that shows a more polite word as a form of respect for a leader by using the word "Mrs" compared to the second example which mentions names directly to colleagues.

Politeness strategies is a branch of pragmatics study. In the field of politeness, the most well-known and studied theory is the theory of Brown and Levinson. The theory is sometimes referred to as the 'face-saving' theory of politeness (Nordquist, 2020). For that reason, the writer uses Brown and Levinson theory which focuses on the types of politeness strategies and factors of using politeness strategies.

The application of politeness strategies can be found in a talk show. The use of politeness strategy in a talk show is needed to make it easier to get the desired information. Likewise, conversation in a talk show that will be published to others. A talk show is a television or radio

show in which famous people talk to each other in an informal way and are asked questions about different topics (Publishers, n.d.). However, the talk show can not only be heard and witnessed on radio or television but also can be found on YouTube or Spotify which can be heard anytime and anywhere repeatedly. One of the things that makes talk shows interesting is how the hosts and guest stars conduct conversations on the talk show. Conversations conducted by the interviewer and the interviewee certainly require a politeness strategy. This helps to get a good response from the talk show audience. One of the popular talk shows is the Jimmy Kimmel Live Show. He even interviewed Michelle Obama with more than 3 million views. One of the politeness strategies used is a positive politeness strategy, namely a joke. In his interview he said “Can I tell you, when I was reading about you mentioning in your book, that his office is messy and disorganized, it gave me license to have a messy and disorganized office because my wife. It's a disaster but now I feel like the president does that too” (Mega, 2019). From that expression, Jimmy tries to make jokes from what he knows about parts of the Michelle book. The joke is a basic technique of positive politeness to make the hearer feel comfortable.

As well as the Jimmy show, another talk show that uses politeness strategies is the Zach Sang Show. Zach Sang Show is a famous talk show in America hosted by Zach Sang. Based on TheDailyTalkShow.com Zach has set the standards for interviewing music stars and celebrities, after completing over 10,000 interviews with the likes of Ariana Grande, Justin Bieber, Miley Cyrus, and Shawn Mendes. Zach represents the next generation of radio, bridging the gap between pop culture, social media and broadcast with the Zach Sang Show, which is heard nightly on over 70 of the largest Pop Radio Stations in America (Big Media, 2019).

In this study, the writer chose the conversation between Zach and Selena Gomez to be analyzed from the point of view of politeness strategy. Politeness strategy is one of the important things that can describe a person's personality from the perspective of others. Selena Gomez is one of the most well-known public figures. It is very important for her to use politeness strategies because it can maintain her image to maintain her existence as a public figure. Based on these reasons, the writer chose Selena Gomez and Zach in Zach Sang Show as objects to analyze politeness strategies. In addition, according to Zach Sang Show's YouTube channel in July 2022, their conversation has been viewed by 1.4 million people. That is why in this study the writer chose Zach Sang Show to analyze the politeness strategy used by Selena and Zach with the title “Politeness Strategies used by Selena Gomez and Zach in Zach Sang Show’s Interview”.

Methodology

In this study, the writer used qualitative research to analyze 39 data on politeness strategies that were used by Selena and Zach. The writer chooses observation to collect the required data. The steps in the observation include the writer watching talk shows on YouTube and transcribing the video to the text to get clear the dialogue of the conversation. Then, she read the conversation texts repeatedly and identified the dialogues which are related to the issue of this study. Finally, she marked the dialogues as the data that can be analyzed based on the theory of Brown and Levinson (1987).

After collecting the data, the writer selected the utterance and analysis of the data that refers to the statement of the problem and put it into table form to make it easier to analyze the data. Then, categorized the data into four types of politeness strategies and two factors of the use of politeness strategies proposed by Brown and Levinson. The writer analyzed the data using descriptive analysis techniques. Starting from recognizing the data thoroughly, through conversations in interviews. The last, explaining and analyzing the data according to the context

of the dialogue to understand what the speaker meant, such as explaining the conditions, who was speaking, to whom they were speaking, and the reason they spoke with such a strategy.

Finding and Discussion

After the writer watched the video of the conversation between Selena and Zach, the conversation included the types of politeness strategies and the factors that influenced those strategies were found by the writer.

Table 2. Politeness Strategies Used by Selena Gomez and Zach Sang

Brown & Levinson Theory	Data	
The types of Politeness Strategy	Bald on Record	3
	Positive Politeness	29
	Negative Politeness	4
	Off Record	3
The Factor that influence the use of politeness strategies	Circumstances	2
	Payoff	39

Based on the table the writer found 39 data politeness strategies in the conversation between Selena and Zach to analyze the types and factors of using politeness strategies. The types of politeness strategies consist of 3 bald on record data, 29 positive politeness strategy data, 4 negative politeness strategy data, and 3 off record strategy data. While the factor of using politeness strategy consists of 2 circumstances data and 39 payoffs data.

Types of Politeness Strategies

In this section describe some types of politeness strategies between Selena Gomez and Zach conversation in the Zach Sang Show interview. The writer also explains why their conversation can be included in the type of politeness strategy.

Bald on Record

Datum 12 - 00:02:55 - Maximum efficiency

Zach : “Okay. **Look at her now.** Oh, what a beautiful Record.”

Selena : “Thank you. That one’s fun.”

In a previous conversation, Zach discussed the recording of one of Selena's songs. Zach said "Oh, what a beautiful Record". That means he's showing that Selena's record is a beautiful record. Therefore, he wanted to give appreciation to Selena. Spontaneously he said "Look at her now". Zach's words showed that he wanted people who heard him to pay attention to Selena who was in front of him. The words used as a tool to attract attention is part of the bald on record, namely maximum efficiency. Bald on record is a type of strategic politeness.

Positive Politeness

Datum 1 - 00:00:24 - Use in group identity markers

Zach : “Hallo beautiful human.”

Selena : “**Hallo buddy.**”

At the beginning of the interview, Zach wanted to give a good impression in front of Selena. That can make the next conversation go well. Zach gave his opinion on Selena's appearance at the time. He said “Hello beautiful human”. Hearing that, Selena responded and said "Hello

buddy". The word "buddy" means a good friend. Indirectly with this response, Selena wanted to show that Zach was in her group and made him comfortable with her. The use of identity markers in such groups is part of positive politeness which can implicitly claim equality with the hearer to convey membership in the group.

Datum 4 - 00:00:47 - Offer

Selena : "Hello. Am I supposed to put the headphone?"

Zach : "**If you want to. You want to?**"

A talk show published on *YouTube* is usually identical to a microphone and headphones. At the beginning of the interview Selena was greeted by Zach. She responds "Hello" and sees Zach and his friends in the room using headphones. After seeing that, Selena spontaneously asked "Am I supposed to put on the headphones?". Then Zach said "If you want to. You want to?". Zach's response was included in an offer. It meant if Selena wanted to use headphones then she could use them. If she doesn't want to use it then no problem. It shows that Zach made an offer to Selena. He gave freedom to Selena. Freedom in the form of an offer is part of positive politeness. In positive politeness, offers are made to help listeners get what they want. So that it is included in positive politeness in the politeness strategy.

Negative Politeness

Datum 20 - 00:05:57 - Apologize

Zach : "Telemarketer after telemarketer."

Selena : "Seriously."

Zach : "Okay."

Selena : "**I'm sorry. I interrupted.**"

In that conversation, Selena interrupted Zach's conversation and said "seriously". It made her feel guilty and spontaneously immediately apologized to Zach. She said "I'm sorry. I was interrupted". The apology is a strategy that is included in one of the negative politeness strategies, namely apologize. This strategy can help Selena to avoid a negative face on Zach. So that their conversation will be maintained properly.

Datum 38 - 00:38:01 - Apologize

Zach : "2019 is special time."

Selena : "Well it has been so far for me. **I'm sorry**. I get so uncomfortable when it's like compliments or anything that's like it's gonna be your year."

Selena used the word "I'm sorry" so that Zach wouldn't be offended. She apologized because she felt uncomfortable if someone thought that it was her year. As Zach said to herself. It was like a compliment but it made her feel uncomfortable. That's why she apologized first before conveying any inconvenience to what Zach said. This is a negative politeness strategy, namely apologize.

Off Record

Datum 15 - 00:03:13 - Be vague

Selena : "And then I mean at that point **we had probably 20 songs** or so that I had collected over the years."

The word "probably" that Selena expressed indicates doubts about what she said. She used the word to avoid mistakes. In that conversation Zach asked about who she was talking to in her song. Then she tried to explain and remember the number of songs she had collected at that time. Selena said "we had probably 20 songs" to show her doubts. She uses the word "probably" which can refer to ambiguity. So, it is included to be vague which is part of off record strategy.

Datum 28 - 00:22:26 - Use contradictions

Zach : "It's wild like to think about."
Selena : "**Is weird.** Yeah."
Zach : "But it's the truth."
Selena : "Yeah. **I don't feel weird about that.**"

The conversation is included in the use of contradiction in off record strategy. Selena said "Is weird" but after that she said "I don't feel weird about that" in the same discussion. It shows that her opinion is opposite or different from before. Indirectly it's like Selena doesn't know about what Zach and her are talking about. That's why the conversation is included in the use of contradiction in off record strategy.

Factors Influencing the Choice Politeness Strategies

This section describes the factors that influence Selena and Zach in choosing the politeness strategy in the Zach Sang Show. There are two factors influencing the choice of politeness strategies. The factors include payoff and circumstances.

Circumstances

Datum 1 - 00:00:24

Zach : "Hallo beautiful human."
Selena : "**Hallo buddy.**"
Zach and Selena started the conversation by giving their opinion about each other. Zach said "Hello beautiful human", then Selena responded and said "Hello buddy". That is a positive opinion. This expression can make their relationship closer. It will make the atmosphere of their conversation more enjoyable and better. So, the application of the politeness strategy they use is influenced by circumstances, namely social distance.

Datum 3 - 00:00:35

Zach friend : "I wanted one of the hoodies that everybody made for you."
Selena : "I know confident."
Zach : "What do we do in Connor? **Hook us up with some goods.** Oh, there it is."
Selena : "Yeah exactly."
Zach : "By the way, hello beautiful human. We have a Daniel here."
In this conversation Zach uses circumstances to influence this politeness strategy, namely social distance. He said "What do we do in Connor? Hook us up with some goods." to his co-workers. Zach didn't seem to hesitate to speak because that could mean giving a direct instruction. As co-workers they seem to have known each other. So, it can be concluded that social distance shows that they have a fairly close relationship as co-workers.

Payoff

Datum 4 - 00:00:47

Selena : "Hallo. Am I supposed to put the headphone?"
Zach : "**If you want to. You want to?**"
This politeness strategy is influenced by Payoff. Payoff is used by Zach to satisfy Selena's positive face. He made an offer and said "If you want to. You want to?" He gave Selena a choice when asked about whether the headphones she got should be put on. This offer can give Selena the freedom to choose what she wants. So that it can satisfy Selena's positive face and increase the solidarity between them.

Datum 39 - 00:40:52

Zach : "Love you. **You're amazing.**"
Selena : "Thank you."

At this datum, Zach said "You're amazing" as an expression to end his interview with Selena. That means Zach was delighted to be able to interview Selena with her inspiring story. Indirectly it is included in a compliment to Selena. The compliment that Zach gives to Selena is a politeness strategy. It is influenced by the payoff. Payoff is used to minimize Selena's FTA. It can show that Zach respects Selena. It would make Selena feel cared for by him. So that he will get a positive view, a compliment and also a good impression from the public who listens to his interview.

Conclusion

In this study, it can be concluded that Selena and Zach use politeness strategies as a way to avoid impoliteness and respect in their interactions with each other. The writer found 39 data on politeness strategies used by Selena and Zach. They use all types of politeness strategies and factors for choosing politeness strategies based on Brown and Levinson theory. In the bald on record type of politeness strategy they use task-oriented, maximum efficiency, and offer. In positive politeness, they use notice, attend to the hearer, exaggerate, intensify interest to hearer, use in-group identity makers, seek agreement, avoid disagreement, presuppose/raise/assert common ground, joke, offer, and give gifts to hearers. Then in negative politeness, they use apologies. Lastly off record they give association clues, use contradiction, be vague, and over-generalize. All politeness strategies they use are influenced by 2 factors, namely circumstances and payoff.

The results of this study show that the most frequently used strategy by Selena and Zach is the positive politeness strategy. While the least used strategy is the bald on record strategy. That's because they interact in one place without requiring a lot of action. It's different if the politeness strategy is used by the characters in a film that has a lot of different actions, backgrounds, and settings. It also affects the factors chosen in using the politeness strategy. The circumstance factor is not a factor that Selena and Zach often use. It was because they were in a small scope. In contrast to the payoff that can be done due to internal factors such as honesty, directness, and avoiding misunderstandings of the hearer. So that payoff is the factor that most influences the choice of politeness strategy by Selena and Zach.

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