

**POLITENESS STRATEGY BY ELLEN DEGENERES
IN ELLEN SHOW WITH SENATOR HILLARY CLINTON
AND THE PRESIDENT OF THE UNITED STATES
MR. BARRACK OBAMA**

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ABSTRACT

Politeness is used in many aspects of communication including mass media. This writing is focused on the pragmatic politeness of an interview on "The Ellen Show" tv talk show, between Ellen, the host, and her guests. According to www.broadwayworld.com, "The Ellen Show" is the best tv talk show in America. Because of it, the writer chooses "The Ellen Show" as the data source. The data in this research are positive and negative politeness strategies which are found in the transcripts of two episodes of "The Ellen Show". This is descriptive research. The theory that is used in this study is Brown and Levinson's politeness strategies. The writer analyzes what kind of positive and negative politeness Ellen used in interviewing her guests and why Ellen used those strategies. From this research, the writer finds that Ellen more uses positive politeness strategies and Ellen uses those strategies because of three reasons. First, she wants to avoid her guests' acts that might threaten her face. Second, Ellen wants to be approved by the guests so she can be intimate with them and their conversation can be interesting. Third, both of her guests are politicians that also compete in the American election. Ellen tries to be neutral and she does not want to be unimpeded. The writer suggests that students who want to analyze politeness strategies use more data and analyze other politeness strategies, so the readers can see clearly whether the object was polite or not, the research will be deeper, and the reader will be easier to understand politeness strategies.

Keywords: Pragmatics, Politeness, Strategy, Face.

I. INTRODUCTION

In society, people live with some rules which were created from their culture. These rules became the principle for them to be courteous in their behavior and their language. People and language are two things that cannot be separated. People need language to communicate with each other. Ruben and Stewart (1998:16) said that *Human communication is the process through which individuals –in relationships, groups, organizations, and societies— respond to and create messages to adapt to the environment and one another.* Because communication was an essential part of their daily lives, people must pay attention to their language.

The language was formed by rules and patterns that could not be violated, including the rules for being polite. The rules for being polite involved

understanding not only the language but also the social values and culture. In addition, the rules for being polite were also different from one situation to another and from one person to another.

The politeness concept was studied in Pragmatics. Pragmatics was the only field of linguistic analysis to be concerned with humans and their verbal and non-verbal interactions. This inevitably posed a series of problems, which decreased or increased depending on the degree of familiarity between the speaker and the listener, that was what Yule (1996:4) referred to as the relative distance between the speaker and the listener: the closer the distance between speakers, eg. a familiar social group, the more successful their interaction.

Generally, speaking politeness involved taking account of the feeling of others. The politeness principle was a series of maxims, which Leech (1983) had proposed as a way of explaining how politeness operated in conversational exchange. Leech (1983:15) defined politeness as forms of behavior that establish and maintain comity. Politeness was used in many aspects of communication in social interaction including mass media. One of the most favorite mass media was television because people could hear and see the show directly. So, the language that was used on television must have rules and polite patterns so the information could be delivered and could be a good example to the public.

The talk show was a television or radio programming genre. One person or group of people might discuss various topics put forth by a talk show host. Usually, guests consisted of a group of people who were learned or who had a great experience in relation to whatever issue was being discussed on the show for that episode. According to www.broadwayworld.com, "The Ellen DeGeneres Show" was the best television talk show in America. These talks show are hosted by a comedian or an actress Ellen DeGeneres. Because of it, the writer is interested to see politeness strategies that Ellen DeGeneres used in her Show. The writer hoped it could be a good example to a reader.

This research used two transcriptions of "The Ellen Show". The first was taken from an episode on April 7th, 2008 when Senator Hillary Clinton was the guest and the second one was taken from an episode that aired on March 20th, 2014 when the guest was Mr. Barack Obama, president of The United States. The writer will focus on the positive and negative politeness strategies in both of the transcripts. First, focus on the kind of strategies, and second will be on the reasons why Ellen used that strategy in interviewing her guests.

This research was expected to be beneficial to increasing knowledge about pragmatics, especially in politeness strategy. Besides, the writer hopes that this writing could help the reader to be careful to choose between negative and positive politeness strategy communication with other people especially speaking in mass media or in front of an audience.

II. Research Methodology

The method used in this research was a descriptive method. Shuttle Worth (2008) says that the descriptive method is a scientific method that involves observing and describing the behavior of a subject without influencing it in any way.

The writer chose The Ellen Show because this show had a good rating in the United States and was ranked first as the best talk show. Firstly, the writer chose the topics. After that, the writer chose the episode of "The Ellen Show" and downloaded the video to write the transcript of the episode. Next, the writer looked for the strategies which Ellen used in interviewing her guests and grouped those strategies into positive and negative politeness strategies. Then the writer analyzed what kind of positive and negative politeness Ellen used and why she used it.

III. POLITENESS STRATEGIES

Leech (1983:6) says that Pragmatics was the study of meaning in relation to speech situations. A speech situation is the social context of interaction. It is determined by some elements: the participants (speaker(s) / addressee(s) and their social relations (grade of familiarity, power) which defined their social roles; the location or physical setting of communication; the purpose of the communication; the topic; and the mode or channel of linguistic expression: spoken or written language. Based on these aspects, speakers must decide what can be said to whom in a particular social context and in what way this can be said. An approach to this kind of situational variation is represented by Brown and Levinson's Politeness Theory.

According to Brown and Levinson's (1987) concept, in communication, every person always shows their "Face". In cultural notion, Face is a specific desire attributed by interactants to one another. The face is divided into positive and negative faces. "Positive face" is the desire in some respects to be approved of. "Negative face" is the desire to be unimpeded in one's actions (Brown and Levinson.1987: 13)

In social interactions, face-threatening acts are at times inevitable based on the terms of the conversation. A face-threatening act (FTA) is an act that inherently damages the positive and negative face of the hearer or addressee (H) or the speaker (S) by acting in opposition to the wants and desires of the other. These are some kinds of FTA that sometimes happened in conversation which Brown and Levinson (1987:65-68) classified as follows:

1. Acts that directly threaten the positive face of the speaker (S), are:
 - a) Apologies (S indicates that he regrets doing a prior FTA)
 - b) Acceptance of a compliment (S feels constrained to denigrate the object of H's prior compliment, thus damaging his own face)
 - c) Breakdown of physical control over body, bodily leakage, stumbling or falling down.

- d) Self – humiliation, shuffling or cowering, acting stupid, self – contradicting.
 - e) Confessions, admissions of guilt or responsibility
 - f) Emotion leakage, non-control of laughter or tears
2. Acts that offend negative face of the speaker (S), they are:
- a) Expressing thanks (S accepts a debt, humbles his own face)
 - b) Acceptance of H's thanks or H's apology
 - c) Excuses
 - d) Acceptance of offers (S feels constrained to accept a debt)
 - e) Responses to H's *faux pas*
 - f) Unwilling promises and offers
3. Acts indicate that speaker does not care about the feelings and wants of the hearer or addressee (H). Those acts threaten the positive face of the hearer or addressee (H), they are:
- a) Expressions of disapproval, criticism, contempt or ridicule, complaints and reprimands, accusations, insults.
 - b) Contradictions or disagreements, challenges.
 - c) Expressions of violent (out-of-control) emotions.
 - d) Irreverence, mention of taboo topics, including those that are inappropriate in the context.
 - e) Bringing of bad news about H, or good news about S
 - f) Raising of dangerously emotional or divisive topics, e.g. politics, race, religion.
 - g) Blatant non-cooperation in an activity e.g. disruptively interrupting H's talk.
 - h) Use of address terms and other status-marked identifications in initial encounters.
4. Acts indicates the speaker (S) does not intend to avoid impeding freedom of action of the hearer or addressee (H). Those acts threaten negative face of the addressee (H), they are:
- a) Orders and requests
 - b) Suggestion, advice
 - c) Reminding
 - d) Threats, warning, dares
 - e) Offers
 - f) Promises
 - g) Compliments, expressions of envy or admiration
 - h) Expressions of strong emotions toward H such as hatred, anger, lust

The assessment of the seriousness of an FTA involves three factors: The social distance of S and H; The relative power of S and H; the absolute ranking of imposition in the particular culture. In the context of the mutual vulnerability of face, a person will seek to avoid these FTAs or use certain strategies to minimize the threat. Brown and Levinson suggest five strategies for doing FTAs: *bald on record, off the record, positive politeness, negative politeness, and don't do the FTAs.*

1. Bald on record strategy

Brown and Levinson (1987:69) say that this strategy is divided into two: baldly and by redressive action. Doing an act baldly involves doing an act in the most direct, clear, unambiguous, and concise way possible. Normally, an FTA will be done in this way only if the speaker does not fear retribution from the addressee. Redressive action means an action that 'gives face' to the addressee that attempts to counteract the potential face damage of the FTA by doing it in such a way, or with such modifications or additions, that indicate clearly that no such face threat is intended or desired.

2. Off record strategy

Brown and Levinson (1987:69) say that linguistic realizations of off-record strategies include metaphor and irony, rhetorical questions, understatement, tautologies, and all kinds of hints as to what a speaker wants or means to communicate, without doing so directly so that the meaning is to some degree negotiable.

3. Positive politeness

Positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants should be thought of as desirable (Brown and Levinson.1987:101). Positive politeness is not necessarily redressive of the particular face that wants to be infringed by the FTA. Perhaps the only feature that distinguishes positive-politeness redress from normal everyday intimate language behavior is an element of exaggeration.

Positive-politeness utterances are used as a kind of metaphorical extension of intimacy, to imply common ground or sharing of wants to a limited extent even between strangers who perceive themselves, for the purposes of the interaction, as somehow similar. Positive politeness involves three broad mechanisms: claim „common ground“; convey that the speaker and hearer are cooperators; fulfill the hearer's want. Brown and Levinson (1987:103-129) divide these three methods into fifteen strategies, they are:

- 1) Notice, attend to hearer (his interest, wants, needs, goods). This strategy suggests that S should take notice of aspects of H's condition.
- 2) Exaggerate (interest, approval, sympathy with hearer). This strategy is often done with exaggerated intonation, stress, and

other aspects of prosodics, as well as with intensifying modifiers.

- 3) Intensify interest to hearer. S shares some of his wants to intensify the interest of his own (S"s) contribution to the conversation, by making a good story ".
- 4) Use in-group identity markers. In this context, marker is specific variety of language. Markers can be:
 - a) Address forms. It indicates that S considers the relative power, status difference between himself and the addressee.
 - b) In-group language or dialect
 - c) Jargon or slang
 - d) Contraction and ellipsis
- 5) Seek Agreement. This strategy is usually used in two ways:
 - a) Seeking agreement by talking about safe topics
 - b) Seeking agreement by Repetition.
- 6) Avoid disagreement. This strategy is usually used in four ways:
 - a) Using token or false agreement
 - b) Expressing a pseudo-agreement
 - c) Making white lies
 - d) Hedging opinion to make the opinion unclear
- 7) Presuppose, raise, or assert common ground. It divided to:
 - a) Gossip, small talk as a mark of friendship or interest
 - b) Point-of-view operations. In this strategy, both S and H using deixis for reducing the distance between S"s and H"s point of view.
 - c) *Personal-center switch: speaker to hearer*. This is where S speaks as if H were S, or H's knowledge were equal to S's knowledge.
 - d) *Time switch*. The use of the „, vivid present ‘, a tense shift from past to present tense.
 - e) *Place switch*. The use of proximal rather than distal.
 - f) *Avoidance of adjustment of reports to hearer's point of view*. S is trying to stress common ground that he shares with H.
 - g) Presupposition manipulation. The manipulation of such presuppositions where something is not really mutually assumed to be the case, but S speaks as if it were mutually assumed.
 - h) *Presuppose knowledge of hearer's wants and attitudes* by using negative question which presume ‘yes’ as an answer to indicate that S knows H's wants.
 - i) *Presuppose hearer's values are the same as speaker's values*. S and H have the same values with respect to the relevant predicate.
 - j) *Presuppose familiarity in speaker-hearer relationship*. The use of familiar address forms like *honey* and *darling* presupposes that the addressee is ‘familiar’
 - k) *Presuppose hearer's knowledge*. The use of any term presupposes

that the referents are known to the addressee.

- 1) Joke
- 2) Assert or presuppose speaker's knowledge of and concern for hearer's wants
- 3) Offer, promise
- 4) Be optimistic
- 5) Include both speaker and hearer in the activity by using *let's*.
- 6) Give or ask for reason
- 7) Assume or assert reciprocity
- 8) Give gifts to hearer (goods, sympathy, understanding, cooperation)

4. Negative politeness

Negative politeness is regressive action addressed to the addressee's negative face (Brown and Levinson.1987: 129). Where positive politeness is free-ranging, negative politeness is specific and focused; it performs the function of minimizing the particular imposition.

Negative politeness involves five broad mechanisms: Be direct, Don't presume/assume, Don't coerce the hearer, communicate speakers' wanted to not impinge on the hearer, and Redress other wants of the hearer. Brown and Levison (1987: 132-211) divide these five methods into ten strategies, they are:

- 1) Be conventionally indirect
- 2) Question, hedge. In this strategy, hedges is divided to:
 - a) Hedge on illocutionary force. It is performatives hedges in particular that are most important linguistic means of satisfying the speaker's want.
 - b) *Hedges encoded in particles*. Performative hedges are encoded in words or particles which may also hedge propositional content.
 - c) *Adverbial-clause hedges*.
 - d) Hedges addressed to Grice's Maxims.
 - e) Hedges addressed to politeness strategies
 - f) Prosodic and kinesics hedges. It indicates tentativeness or emphasis.
- 3) Be pessimistic. This strategy gives redress to H's negative face by explicitly doubt that the condition for the appropriateness of S's speech act obtain.
- 4) Minimize the imposition.
- 5) Give deference. There are two sides in realization of deference: one in which S humbles and abases himself, and another where S raises H (pays him positive face of a particular kind, namely that which satisfies H's want to be treated as superior).
- 6) Apologize. This strategy is usually used in four ways:
 - a) Admit the impingement. S can simply admit that he is impinging

- on H's face.
- b) Apologize to indicate reluctance. S can attempt to show that he is reluctant to impinge on H.
- c) Give overwhelming reasons. S can claim that he has compelling reasons for doing FTA
- d) Apologize by begging forgiveness
- 7) Impersonalize speaker (S) and hearer or addressee (H). It is divided into:
 - a) Performatives. Avoidance of the 'I' and 'you'
 - b) Imperatives. Omit 'you' of the subject of the complement of the performatives.
 - c) Impersonal verbs.
 - d) Passive and circumstantial voices.
 - e) Replacement of the pronouns 'I' and 'you' by indefinites.
 - f) Pluralization of the 'you' and 'I' pronouns.
 - g) Address terms as 'you' avoidance.
 - h) Reference terms as 'I' avoidance.
 - i) Point-of-view distancing. Using point-of-view operations to distance S from H or from the particular FTA.
- 8) State the FTA as a general rule
- 9) Nominalize
- 10) Go on record as incurring a debt, or as not indebted to hearer

5. Don't do the FTAs

In this strategy, the speaker just keeps silent and does this if facing an act that is taboo or impolite.

IV. AN ANALYSIS OF POLITENESS STRATEGY BY ELLEN DEGENERES IN ELLEN SHOW WITH SENATOR HILLARY CLINTON AND MR. BARRACK OBAMA THE PRESIDENT OF THE UNITED STATES

In this chapter, the writer analyzed the kind of positive and negative politeness strategies that were used by Ellen and the reason why Ellen used them in those data according to the politeness strategies theory by Brown and Levinson. There were 19 sentences of Ellen, as the host of "The Ellen Show", which were used as the data in this research. Data 1 until 11 was an analysis of positive politeness strategies. Data 12 until 19 was an analysis of negative politeness strategies. Those data were taken from transcripts of two episodes of "The Ellen Show". The first episode was aired on April 7th, 2008 when Senator Hillary Clinton became a guest on this show. From the transcript of this episode, the writer found 3 data. The second episode was aired on March 20th, 2014 when the guest was Mr. Barack Obama, president of The United States. From the transcript of this episode, the writer found 16 data.

Data 1

Ellen: Well, thank you, I appreciate it very much.... I was just talking to Rahm Emmanuel about being criticized on national television and, of course, you are a politician, and you're going to get it, but to be fighting for something you believe in so much, and to have people announcing that should stop and that you should let Barack continue, to save the Democratic party, and let Barack continue, ***I mean, what does that feel like, I mean, I know you're strong, you are a strong person, but still, to have somebody say to you, just stop right now, get out of it....***

Hillary: Well, you know, boys used to say that to me all the time. And, I figured, you know this contest is close. I don't think either one of us should get out. We should let people vote. There are a lot of states that haven't voted yet. They deserve a chance to have their votes counted. And, I just feel that I am doing this not just for myself, obviously, it's because I believe so much about what our country can be again, once we finally get through with President Bush and get back to being the America we know and love. But I also feel that I am doing it for a lot of people who believe in me, who have voted for me, who care about what I care about, and I am not going to quit. Why would I quit? This country is worth fighting for. I'm having a good time. I mean why not go out there and talk to the people and see what's on their minds?

Analysis:

A strategy that Ellen used in this data was positive politeness strategy type 6 which was avoiding disagreement. Ellen's disagreement could be seen from the phrase "*I mean, what does that feel like, I mean, I know you're strong, you are a strong person, but still, to have somebody say to you, just stop right now, get out of it....*". From this sentence, Ellen seemed not to agree with Hillary's bad attitude on national television which they were talking about. If Ellen expressed the disagreement directly, Hillary might be angry or unwilling to respond to Ellen. Therefore, Ellen used this strategy to avoid such action because it can threaten her positive face.

Data 2

Ellen: Mr. President, Michelle said she's out of town and she wanted to know did you make your bed this morning?

Obama: That would be no. And when she's out of town things get a little slovenly around the house. Socks everywhere. Shoes.

Ellen: ***Have you eaten today and are you taking care of yourself? Did you exercise?***

Obama: I did exercise. I did eat. And I ate healthy and I had some carrot sticks along with the potato chips.

Analysis:

"Have you eaten today and are you taking care of yourself? Did you exercise?" This showed that Ellen used positive politeness strategy type 1 which was notice, attend to the addressee or hearer (H). In this context was Mr. Obama. Ellen asked Mr. Obama to show her attention to Mr. Obama because his wife was out of town. This attention showed that Ellen wanted to be accepted by Mr. Obama so they could carry on a conversation in an intimate circumstance and Ellen avoided Mr. Obama's actions that anytime could threaten her positive face.

Data 3

Ellen : *So, the first lady is in China. How is she doing?*

Obama : She hasn't landed yet, but the house is abandoned. I'm struck with two dogs, and I'm expected to walk them and do what you do when you walk dogs. But I think they are going to have wonderful time though. They haven't been to China before, and the opportunity for them to talk to young people. They have actually met with students here in the United states who made these trips before, and helped brief them in terms of what they should see, and it is going to be a wonderful exchange, and hopefully because of this trip, they may be able to invite some Chinese students back to the United States as well.

Analysis :

Ellen's word —*So, the first lady is in China. How is she doing?* It was included in the positive politeness strategy type 6 which was to avoid disagreement. From Ellen's words, we can see that Ellen wanted to draw a conclusion from their first conversation, as in data 2, when she said that Mr. Obama is alone. Ellen also used the first lady, to show her respect for Mrs. Obama as the wife of Mr. President.

Data 4

Ellen: That's amazing. Your daughters are, how are they doing? *I mean they are growing up so fast*, every time I see a picture of them and first of all, answer that question please and then, I have a comment about the tattoo thing that you told them.

Obama: Well, they are doing wonderfully. Malia, she turns 16 this summer, which is little scary.

Ellen : Wow, wow.

Analysis:

In this data, the strategy that Ellen used was positive politeness strategy type 5 which sought agreement, and sub-strategy seeking agreement by talking about safe topics. We could see it from her words *"I mean they are growing up so fast.* Ellen started to talk about Mr. Obama's children and Ellen's words showed that she and Mr. President seemed like they have the same point of view about Mr. Obama's children.

Data 5

Ellen : ***Fantastic***

Obama: We will – we will reduce the cool factor of any tattoo, Michelle and I will be right there and we'll post it, so that everybody will be able to see it, and we'll say, we all got matching tattoos. (Wow) And I suspect that will be a pretty good deterrent for both Malia and Sasha.

Analysis:

Ellen's word —*Fantastic* was included in the positive politeness strategy type 2 was exaggerated. By exaggerated intonation, Ellen showed her interest in Mr. Obama's answer to her question about the tattoo. Ellen did this strategy to avoid Mr. Obama's actions or words that could threaten her positive face.

Data 6

Obama: You should pledge to also get a tattoo with us.

Ellen : Yeah, well, ***you know what***, if that happens I will, but other than that I'm not into tattoos. I'm not going to do that.

Analysis:

In this data, the strategy that Ellen used was positive politeness strategy type 7 that asserted common ground, sub-strategy personal center switch. We could see it from her words *"you know what* Common ground was something which speaker and the addressee have in common. Mr. Obama invited Ellen to get a tattoo with them. Ellen's words showed that she wanted to ask her opinion to Mr. Obama about the tattoo. Mr. Obama might be angry or offended so Ellen used this strategy to avoid that risk.

Data 7

Ellen : ***Let's also talk about, you went shopping.*** I don't know, how you can do this, but you went to a mall and you shopped at a Gap recently, because you were photographed, so I know it's true.

Obama: It happened.

Analysis:

In this data, the strategy that Ellen used was positive politeness strategy type 12 which included both speaker (S) and the addressee (H) in the activity. We could see it from her words "*Let's also talk about, you went shopping*, Ellen invited Mr. Obama to talk about him who went shopping. This was a sensitive topic because the audience may think that Obama does not go to work or that Obama spent money, and Mr. Obama might be doing not want to talk about it. This possibility would threaten Ellen's positive face so she used that strategy to avoid that risk.

Data 8

Ellen : *It happened*. You went to the Gap and you went shopping. How do you have time?

Obama: Here is the thing. We were on a trip to New York and the Gap announced that they were going to make sure that all of their employees at least got paid \$10 an hour. So, they are increasing their wages for tens of thousands of employees across the country, and since we've been saying that America deserves a raise and we should provide a minimum wage of at least \$10.10 an hour, I thought it was great for me to be able to go frequent a store that's doing right by their employees.

Analysis:

This conversation was the continuation of the conversation in data 8. They were talking about Mr. Obama going shopping and Mr. Obama said that it happened, which means he went shopping. Ellen's words "It happened" showed that she used positive politeness strategy type 5 which sought agreement, and sub-strategy repetition. The agreement might be stressed by repeating. Ellen showed her agreement and repeated Mr. Obama's statement to show that this statement was important.

Data 9

Obama: I thought that was very important.

Ellen : *Good for you. That's fantastic*. And they sold a lot of those letters that you bought I understand those sweaters that you bought sold out, because everybody wants to wear the same sweaters that your daughters are wearing.

Obama: Well, I thought they were pretty nice sweaters.

Analysis:

In this data, Ellen and Mr. Obama still talk about Mr. Obama went shopping. After he explained the reason, Ellen said —*Good for you. That's Fantastic*ll. This word was included in positive politeness strategy type 15 which gave gifts. In the communication process, people wanted to be

approved of and wanted to be unimpeded. Gifts in this context were honors. Ellen as a speaker (S) wanted to be approved and Mr. Obama as the addressee (H) wants to be liked, admired, etc. Therefore, Ellen used this strategy to satisfy their wants.

Data 10

Ellen: It's doing very, very well. I think it's surprised – it had a rough start. But you've got five million people that have signed up so far. And it is an enormous amount of people that have signed up. So, it's successful. ***Why, why is there a deadline? Why is there not just an open-ended – because I think it is important for everyone to have health care.*** And a lot of people think, oh I will be fine, and like you said, you never know what's going to happen.

Obama: Anybody who has gotten health insurance on the job, you have this thing called an open enrollment period. Basically, the insurers, they're pricing for a year. Then they need to figure out how many people have signed up, what the risk pool looks like. How many elderly people are, how many healthy people, how many young people. And that's how they set prices for the following year. So they have to close the open enrollment period at the end of March 31st. They'll start back up so you can sign back up in 2015 in November. ... And all I'm encouraging everybody to do is take a look and see what options are right for you and your family. And moms out there, e-mail your kids if they don't have health insurance and tell them to at least check it out. Because they may be pleasantly surprised that it's much more affordable than people thought.

Analysis:

In this data, the strategy that Ellen used was positive politeness strategy type 13 which was asked for reasons. We could see it from her words "*Why, why is there a deadline? Why is there not just an open-ended – because I think it is important for everyone to have health care.*". Ellen told Mr. Obama about her opinion but it would be rude if she told it directly. To avoid that risk, Ellen used "why" to ask for the reason so she could tell her opinion safely and her positive face would not threaten.

Data 11

Ellen: Well, and people are starting to applaud here. ***I think everyone is very grateful that you did this.*** And I think it is important for people to sign up. And it's better to be covered.

Analysis:

In this data, the strategy that Ellen used was positive politeness

strategy 11, be optimistic. Ellen's words "*I think everyone is very grateful that you did this.*" showed that she was optimistic that everyone would be grateful to Mr. Obama. By expressing her optimism, Ellen wanted to show her hope and support for Obama Care and at the end of this episode, Ellen wanted her conversation with Mr. Obama to be approved by the audience.

Data 12

Ellen: I had that at home. So, let's talk about, first of all, you do have such a great sense of humor. You pulled a prank on the press, the media, recently, ***you want to talk about that?***

Hillary: Well, I went into a press conference and said that I had something very important to talk about. That there had been a lot of questions raised about this campaign. Whether it would go on. How long it would last. How we would resolve it because, you know, neither one of us has enough delegates to get the nomination. And, therefore, I had decided to challenge Barack to a Bowl-Off. I wanted him to get his campaign out of the gutter. I wanted to count all the pins. And I would spot him two frames. And the press was just sitting there and YOUR personal admirer and friend, Chris Matthews, was in the front row.

Ellen: Uh-huh, yah.

Analysis:

In this data, Ellen used the negative politeness strategy type 4 which minimized the imposition. From Ellen's words "*you want to talk about that?*", Ellen invited Hillary to talk about her sense of humor. Ellen also said that Hillary pulled a prank on the press and the media. However, Ellen did not force and she offered to Hillary whether Hillary wanted to talk about it or not. Ellen's act included minimizing the imposition strategy because forcing or demanding was included in the action which threatened negative face and Ellen avoid the risk of it.

Data 13

Ellen: Well, I'm gonna bowl with you. ***I am not a good bowler but when we come back I am going to bowl with you,*** but first we want to talk about, before we go to break, you have a new policy for breast cancer.

Hillary: Right

Analysis:

Ellen's words "*I am not a good bowler but when we come back I am going to bowl with you*" showed that Ellen used a negative politeness strategy type 5 which was given deference. At the beginning of this conversation, Ellen said that she wanted to play bowling together with Hillary. Ellen realized that Hillary was better in a bowl, so Ellen used this strategy in her words, by giving

an honorific to Hillary, to avoid Hillary's actions that might threaten Ellen's negative face with underestimation or ridicule Ellen.

Data 14

Ellen : *I don't know if you know this, but I was aiming to break your record of retweets, and I apologize for doing it. But I broke you re-tweed record.*

Obama: I uh- I heard about that. I thought it was pretty cheap stunt myself

Ellen : Yeah, right.

Analysis:

In the sentence "*I don't know if you know this, but I was aiming to break your record of retweets, and I apologize for doing it. But I broke you re-tweed record.*" Ellen apologized to Mr. Obama because she broke his re-tweed record. Ellen did not want to tell Mr. Obama directly because Ellen was reluctant to him. Therefore, Ellen used the negative politeness strategy type 6 that apologized, sub-strategies indicate reluctance in her sentence.

Data 15

Ellen : Well, and I bet. Let me – let me mention this, ***I don't know if everyone heard this, but you made the most amazing comment about, if they would ever get a tattoo, and I think everyone should stick to this rule.*** If your daughter has got tattoos that you and Michelle would also get the same tattoo in the same place, and you'd all take a family photo of all the tattoos.

Obama: That's exactly right

Analysis:

In this data, the strategy that Ellen used was negative politeness type 2, which was a question; hedge. We can see from her words "*I don't know if everyone heard this, but you made the most amazing comment about, if they would ever get a tattoo, and I think everyone should stick to this rule.*" Ellen used hedges to ask a question about a tattoo of Mr. President because it was a sensitive topic and if Mr. Obama made a mistake in answering Ellen's question, his face will threat in front of the media.

Data 16

Ellen : ***I hate to say it, but I hope they get tattoos.*** I really do, they go and...

Obama: Ellen, you should be a part of this...

Ellen : Yeah, no...

Analysis:

In the sentence "*I don't know if you know this, but I was aiming to break*

your record of retweets, and I apologize for doing it. But I broke your re-tweet record. Ellen apologized to Mr. Obama because she broke his re-tweet record. Ellen did not want to tell Mr. Obama directly because Ellen was reluctant to him. Therefore, Ellen used the negative politeness strategy type 6 which apologized, sub-strategies indicate reluctance in her sentence.

Data 17

Obama: And Malia and Sasha they did not scowl when I brought them in, which was a good sign. I mean, they didn't immediately say, ew, that's terrible.

Ellen : Well, you have a family of good taste.

Analysis:

In this data, the strategy that Ellen used was negative politeness strategy type 9 which is nominalization. We could see it from her words "*Well, you have a family of good taste*". She should say "well, you have a family who has good taste" but might be because of the duration or because she wanted to talk about a new topic, she made it short. Ellen's words showed that she did not want to be restricted.

Data 18

Obama: So, I have not yet seen them wear them, but I'm hoping that I make the cut.

Ellen : Well, I would like to see them wear them also.

Analysis:

In this data, the strategy that Ellen used was negative politeness strategy 7, impersonalizing the speaker (S) and the hearer or addressee (H). We could see it from her words "*I would like to see them wear them also*". This conversation was the continuation of their topic before, about Mr. Obama's children who didn't wear the sweater that they bought in Gap. Ellen used "them" to impersonalize the sweater. She did not mention the brand of the sweater because she avoided the risk that could threaten her face in front of the audience.

Data 19

Ellen: While I have you, I think it's only fair we should talk about Obama Care, and that rhymed.

Obama: Well, we've got about two weeks left until March 31st for people to sign up. If you don't have health insurance right now, you should go on Healthcare.gov and especially all the moms out there who may have young people, 26, 27, don't have health insurance but think

they're invincible and nothing's ever going to happen to them. ... Now is a time to take a look at it. But the website is now working, Healthcare.gov actually works the way it's supposed to. And I hope that people take advantage. Because if you don't sign up before March 31st, then you won't be able to sign up again until November. And I want to make sure that everybody has this opportunity now.

Analysis:

In this data, the strategy that Ellen used was negative politeness strategy type 2 which was Question; Hedge. We could see it from her words "*While I have you, I think it's only fair we should talk about Obama Care...*" Ellen used the hedge "I think it's only fair..." to ask a question about Obama Care. If Ellen asked him directly, Mr. Obama might be unwilling to answer her and this act would threaten Ellen's face so she used this strategy to avoid that risk.

V. CONCLUSION AND SUGGESTION

People need language to communicate with each other. The language was formed by rules and patterns that could not be violated, including the rules for being polite. These rules were different from one situation to another and from one person to another. Therefore, the writer made this writing to show the reader that Brown and Levinson (1987) suggested some strategies that can be used by people in their communication process.

After analyzing the positive and negative politeness strategies used by Ellen DeGeneres on "The Ellen Show", the writer concludes that Ellen used a more positive politeness strategy in interviewing her guests. From the data of 1 to 11, which showed the use of a positive politeness strategy, the writer noticed that Ellen wants to be approved by her guests. Seek agreement and avoid disagreement strategies, which we can see in data 1, 3, 4, and 8, were predominantly used by Ellen. Ellen discussed safe topics such as Mr. Obama's family and Obama Care. In asking questions, especially about sensitive topics, Ellen looked very carefully. Ellen did not force and gave a choice to her guests whether they want to answer the question or not.

Data 12 until 19 showed that Ellen used negative politeness strategies. As described above, a negative face is the desire to be unimpeded. Ellen realized that both of her guests were politicians that compete in the American election. Therefore, she tried to be neutral to keep her negative face. Ellen did not want her talk show distracted by their competition. Ellen also did not want to get protests from their supporters. Apologizing is the predominant strategy used by Ellen. She apologized before giving a statement, as we can see in data 14 and 16. Ellen's attitude showed that she is reluctant toward Mr. Obama.

The writer realized that this research is far from perfect. There were so many things that could be analyzed. The writer suggested that students

who want to analyze politeness strategies use more data. It was also suggested to analyze another politeness strategy, so the reader could see clearly whether the object was polite or not, the research would be deeper, and the reader would be easier to understand politeness strategies.

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