

Positive Politeness Strategies Used in *Oprah's 2020 Vision Tour Visionaries: The Rock Interview*

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Abstract: *This article is entitled Positive Politeness Strategies Used In Oprah's 2020 Vision Tour Visionaries: The Rock Interview. It focuses on the positive politeness strategies in a talk show entitled Oprah's 2020 Vision Tour Visionaries. The aims of this study are to identify the types of positive politeness strategies employed by Oprah Winfrey and Dwayne Johnson and explain the reasons and factors that influenced the participants in Oprah's 2020 Vision Tour Visionaries. The data was taken from the utterances between Oprah Winfrey and Dwayne Johnson in the talk show. The data were collected through documentation method by note-taking technique. This article used Brown and Levinson theory (1987) of positive politeness strategies as the main theory as well as to identify the types of positive politeness strategies and to analyze the reasons and factors influencing the use of positive politeness strategies in Oprah's 2020 Vision Tour Visionaries: The Rock Interview. The results of this study show that twelve strategies of positive politeness strategies proposed by Brown and Levinson (1987) are found in this article. There were two factors that influenced the choice those positive politeness strategies, namely the payoff: a priori consideration, and The Circumstance: Sociological variable.*

INTRODUCTION

Language has a very important role in human life, as well as in communication. Basically, language has certain functions that are used according to one's needs, one of which is as a tool that humans often use every day to interact or communicate with each other in society (Keraf, 1994) (Rabiah, 2018). Through language, humans can convey thoughts, ideas, concepts, or even feelings. Aside from being a tool to convey information, language can also build and maintain relationships with others in social aspects. One of the factors that can maintain social relations in society is politeness. As defined by Lakoff (1973), politeness can be defined as a system of interpersonal relationships designed to facilitate interaction by reducing the potential for conflict.

Politeness in pragmatics refers to the appropriate use of language in a social context (Brown & Levinson, 1987), In other words, what type of language is used and how their attitude towards the interlocutor. In interacting with others, of course, a person will consciously or unconsciously

have the potential to injure the 'face' of the speech partner. (Yule, 2006), stated that 'Face' in pragmatic is defined as a person's self-image in public that is related to emotional and social feelings that are expected to be recognized by other. According to (Brown & Levinson, 1987), Positive face is a positive image that one has with a desire to be recognized and liked by others. Meanwhile, negative face refers to basic human demands for territory, private parts, and the right not to be disturbed. Thus, politeness strategies need to be realized in order to save the face of speech partners. However, this study only focuses on the positive politeness strategies. Brown and Levinson (1987) assert that positive politeness is redress directed to the recipient's positive face, his enduring desire that his wish (or action/acquisition/value resulting from it) should be considered desirable. Brown and Levinson divide the positive politeness into fifteen positive politeness strategies

The application of politeness is often found in real life to build and maintain social relationships. Talk show is one of the media that is very suitable for realizing politeness, since talk show reflects social life activities, one of which is communication interaction without fabrication. According to Wikipedia, a talk show program is a program that features one or more people discussing a particular topic or a variety of topics hosted by a host. Oprah's 2020 Vision Tour Visionaries was chosen as the source of data in this study, where the selected episode brought one of the famous Hollywood stars, Dwayne Johnson or better known as 'The Rock'. Oprah's 2020 Vision Tour Visionaries is an interview tour event that discusses mental and physical health. This interview with Dwayne Johnson was broadcast on the You Tube platform uploaded by Weightwatchers on January 30, 2020 with a duration of 57 minutes 21 seconds. Oprah Winfrey is known for her humility and close relationship with her guest stars. She is able to maintain a positive image of her guest stars with a few jokes, but the discussion and content remain weighty. Hence, many viewers look forward to her show.

THEORITICAL FRAMEWORK

1. Pragmatics

Pragmatics is a branch of linguistics concerned on the analysis of the interaction or relationship between language and speech context. Thomas (1995) stated that there is a tendency in pragmatics to be divided into two parts; first by using a social point of view, which connecting pragmatics with the meaning of the speaker. Second, by using a cognitive point of view, linking pragmatics with speech interpretation. Speech meaning is a dynamic process that involves negotiation between speaker and listener as well as between the context of speech (physical, social, and linguistic) and the potential meanings of an utterance, defining pragmatics as a field that examines eating in interaction.

2. Positive Politeness Strategies

Positive politeness is a recovery directed at the positive face of the person being addressed, it leads to agreement from other about language that needs attention and approval, positive politeness strategies are a communicative way of building one's solidarity with others and showing that others feel liked and seen as desired by the person. The following below are the examples of positive politeness strategies based on Brown and Levinson's theory (1987), such as.

a. Strategy 1: Notice, attend to H (his interest, wants, needs, goods)

In general, this strategy suggests showing that S must pay attention to aspects of H's condition, (be it a noticeable change, remarkable possessions, anything which looks) as if for S to notice and approve of H. Another aspect as the notice output is that when H makes

FTA against himself (a breakdown body control, or any faux pas). S should notice it and indicate he's not embarrassed by it. This can be done by distracting him with jokes and teasing H about his penchant for faux pas.

Example:

"Goodness, you cut your hair!"

"What a beautiful vase this is! Where did it come from?"

b. Strategy 2: Exaggerate (interest, approval, sympathy with H)

Features in this strategy are characterized by exaggerated intonation, stress and other prosodic aspects, as well as by intensive modifiers. Excessive use of empathic words or particles is another feature of positive politeness strategies. It is usually indicated by the following example expression; really, fantastic, and exactly.

Example:

"That's a nice haircut. Where'd you get it?"

"What a fantastic house you have!"

c. Strategy 3: Intensify interest to H

This strategy is used to S communicate some of his wishes to H by making a good story. Another features of this strategy is the use of tag question or expression that draw H as the participant into the conversation, such as 'you know', 'see what I mean?', 'isn't it?' In addition, this strategy can be used to illustrate the sincerity of S's good intentions and to increase the interest in conversational contributions by expressing them dramatically.

Example:

"I come down the stairs, and what do you think I see?"

d. Strategy 4: Use in- group identity markers

Brown and Levinson (1987) include in group usage of address forms of dialect or language, of jargon or slang, and of contraction and ellipsis as the part of this strategy. Other address forms used to convey such in-group membership include generic names and terms of address like *Mac, mate, buddy, pal, honey, dear, duckie, luv, babe, Mom, blondie, brother, sister, cutie, sweetheart, guys, fellas*. The use of jargon or slang refers to the use of a language or dialect in a group is the use of terminology in a group.

Example:

"Come here, brother"

"Hey, buddy, can I borrow your pen?"

e. Strategy 5: Seek Agreement

In this strategy Brown and Levinson (1987) divide it into 2 parts; safe topics and repetition. Safe topics is a characteristic way of claiming common ground with H is to seek ways in which it is possible to agree with him. Repetition, Brown and Levinson (1987) stated that repetition is part of a positive politeness strategy, which can be done by repeating part or all of what the speaker said previously and has the aim of showing that someone has heard correctly what was said.

Example:

A: "John went to London this weekend!"

B: "To London!" Brown and Levinson (1987)

f. Strategy 6: Avoid disagreement

Brown and Levinson (1987) divided this strategy into four. First is token agreement, the desire appear to agree with H leads to mechanism for pretending to agree. Second is

pseudo-agreement, it is found in the use of then as a conclusory marker. By using then, S is drawing to conclusion had seemed or she agrees with H. The third one is white lies, when S confronted with necessity to state an opinion, wants to lie rather than damage the H's positive face. And the fourth one is hedging opinions, Brown and Levinson suggest that S may choose to be vague about his own opinions, so as not to be seen to disagree. Example: "Yeah, it's rather long; it only looks short from a distance."

g. Strategy 7: Presuppose/raise/assert common ground

In this strategy, S' small talk which is the value of S's time and effort spent with H, as a sign of friendship or interest in him, gives rise to a strategy to improve the FTA by talking briefly about unrelated topics.

h. Strategy 8: Jokes

Jokes are based on the same background knowledge and values between S and H, so jokes can be used to share those backgrounds and values. Joking is a basic positive politeness technique to make H 'comfortable'. This joke can be done by response to a faux pas of H's.

Example: "Your hairstyle reminds me of my uncle's bald head!"

i. Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants

This strategy is used to show that between S and H cooperators. Therefore, S pushes H to cooperate with S speaker is to assert or imply knowledge of H's desire and willingness above can sometimes function in this way. This include doing the FTA of offers and requests as many utterances.

j. Strategy 10: Offer, Promise

In order to redress the potential threat of some FTA. Hence, S may choose to stress his cooperation with H in another way. Whatever H wants, S wants and will help to obtain. Offers and promises are the characteristic of choosing this strategy; even if they are false. Example: "If you clean the room, then I will vacuum the floor"

k. Strategy 11: Be optimistic

This strategy associated with cooperative strategy, where H wants S desire for something and will help S to get it. H makes tacit claim that H will cooperate with S and it will be done with mutual shared interests. This is characterized with the use of a little, a bit, for a second or token tag, like, OK? right? won't you?

Example: "Don't worry. You'll do just fine!"

l. Strategy 12: Include both S and H in the activity

This strategy is an inclusive 'we' form, when S really means "you" or "me", he can call upon the cooperative assumptions and thereby redress FTA. Usually, this strategy is marked by the appearance of the word 'let's'.

Example: "You and I are going swimming together!"

m. Strategy 13: Give (or ask for) reason

In this strategy the speaker asks the hearer in the activity. In other words, giving reasons is a way of implying "I can help you" or "you can help me, and assuming cooperation, a way of showing what help is needed.

n. Strategy 14: Assume or Assert Reciprocity

The existence of cooperation between S and H may also be claimed or urged by giving evidence of reciprocal rights or obligations obtaining between S and H

o. Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

S may satisfy H's positive-face want by actually satisfying some of H's wants

(action of gift-giving, not only tangible).

3. Factors Influencing the Choice of Positive Politeness Strategies

The employment of positive politeness strategy is influenced by several factors. Brown and Levinson (1987), state that there are two factors that influence the participants used positive politeness strategies. The factors are payoff and circumstance.

4. Payoffs

First, payoff is when the speaker employs the positive politeness strategies because they can get any advantages. The speaker can minimize the FTA by assuring the hearer that he likes the hearer and wants to fulfill the hearer's wants. Thus, the hearer positive face is not threatened by the speaker.

5. Social Circumstance

Relevant circumstances are the seriousness of an FTA is also influence by the circumstance or sociological variable, there are social distancing (D), relative Power (P), and ranking of imposition (R).

6. Context of Situation

Pragmatics discusses the relationship between language and context, that in order to use language, one is required to know the context in which the language is produced. The context of the situation in an interaction between speakers and listeners has a role in mapping in determining the meaning to be conveyed, both speakers and listeners. Which means the context will influence meaning, that when a context changes, meaning may change as well. Hymes (1972: 59-65) in conceptualizing the situational context of speech divides it into 8 components, which he acronyms SPEAKING, they are

a. 'S' stands for Setting and Scene

Setting concerns with the time and place of speech place. And Scene refers to place situation, it includes the time from conversation or psychological situation.

Example: meeting room in the office. If there is a meeting of course the situation becomes quiet and concentrates or the conversation starts to get serious.

b. 'P' stands for Participants

The component that refers to parties involved in event, or who is participating and what roles they take.

Example: speaker and the listener, or addressor and addressee.

c. 'E' stands for Ends

In all speech events must have purposes, goals, and outcomes.

Example: to share experience or knowledge, discussion, and just say hello.

d. 'A' stands for Act sequences

Act sequences related to Form and sequence of events. The forms of speech are related to the words used, for example, the content of speech regarding the relationship between what is said and the subject.

e. 'K' stands for Key.

Refers to the tone, manner and spirit of conveying the message and 'key' sometimes signaled by non-verbal signs or changes in voice.

Example: seriously, gladly, seriously, with pride, sarcastic or sincere. Or it can be shown also with gestures and hint.

f. 'I' stands for Instrumentalities

Instruments related to the medium of communication that used during the speech events or other mediums of transmission of speech.

Example: writing, orally, by telegraph or telephone.

- g. 'N' stands for Norms.

Referring to the norms or rules of interaction and also refers to the interpretation of the utterance of the speaker. Deals with how to interact, how to ask, and so on.

- h. 'G' stands for Genres.

Referring to the type of form delivery.

Example: Narrative, Poems

RESEARCH METHOD

In this chapter, it would be present the research methodology. It would be covered with the data source, method and technique of collecting data, method and technique of analyzing data, and method and technique of presenting data.

Data source

The primary data is from the video media on the YouTube platform that contained of talk show program. The Video was entitled "Oprah's 2020 Vision Tour Visionaries: The Rock Interview" that was uploaded by Weightwatchers in January 30th 2020 with a duration of 57 minutes 21 seconds. The data is from the utterance spoken by Oprah Winfrey and Dwayne Johnson. Oprah's 2020 Vision Tour Visionaries: The Rock Interview used as the data source because the show was very influential not only for the audience in their home country but also widely known around the world. Also, her talk show used various positive politeness strategies.

Method and Technique of Collecting Data

The data were collected through documentation method by note-taking technique, therefore, there are no informant involved in this thesis. The data were collected through by several steps. First, download the talk show video from YouTube platform. Second, watching the talk show and replaying the talk show many times in order to understand the whole story. Third, identifying and take a note the utterances that contain the positive politeness strategy found in the talk show. The data of this research is in the form of clauses and sentences. Lastly, classify the positive politeness strategies, and then analyze Factors Influencing the Choice of Positive Politeness Strategies based on theory by Brown and Levinson (1987).

Method and Technique of Analyzing Data

The data were analyzed using the qualitative method since there are non-numerical data, with the purpose of describing the various types of positive politeness strategies in Oprah's 2020 Vision Tour Visionaries: The Rock Interview. It was supported by some steps. First, the collected utterances will be classified into fifteen types of positive politeness strategies proposed by Brown and Levinson (1987). Second, made an explanation about the data have been classified. Lastly, analyzed the factors influencing the choice of positive politeness strategies in each type using the theory of Brown and Levinson (1987).

Method and Technique of Presenting Analysis

The informal method was applied in presenting the data analysis. The data in this undergraduate thesis were presented descriptively based on the theory by explaining and describing it in words or sentences through into several steps such as, firstly, the data of positive politeness strategies and the factors influencing the choice of positive politeness strategies were presented based on the theories. Second, the data was described as descriptively. The result of the analysis is

presented and explained by using words and sentence.

RESULT AND DISCUSSION

Analysis of Types of Positive Politeness Strategies

The analysis of the positive politeness strategies in the *Oprah's 2020 Vision Tour Visionaries: The Rock Interview* focuses on the utterance uttered by Oprah Winfrey and Dwayne Johnson. In order to make it more focused, the data is bold, and the analysis as follows.

1. Strategy 1: Notice, attend to H (his interest, wants, needs, goods)

(3-1)

OPRAH : **“Now, now, you're one of the highest paid actors in the world.”**

DWAYNE : “Oh, thank you. (Applause.) I do all right. Thank you.”

OPRAH : “You do all right. And does—does that title, the Sexiest Man Alive. The highest paid in the da, da, da. Do all those—what do those titles mean, if anything? **You're the greatest. You're the most popular. You're the most followed. You're the most, the most, the most, the most...**”

DWAYNE: (Laughter.) “It's great for the ego. It's wonderful.” (14:12 - 14:42)

As a kind host, Oprah notices something that deserves to be complimented to her guest star. Oprah's utterance **“Now, now, you're one of the highest paid actors in the world”** in (3-1) is classified as strategy 1 (Notice, attend to H) in positive politeness. By noticing and praising Dwayne's changes and achievements is one of Oprah's ways to satisfy Dwayne's positive face (desire). And in fact, everyone knows that Dwayne Johnson was Hollywood's highest-paid artist at the time. Where Dwayne's desire is to be recognized by people around him or people who are specifically relevant to him.

Based on the utterances above, the factor that influences Oprah to use positive politeness strategies is the Payoffs factor: a priori consideration. By performing Strategy 1 or noticing Dwayne's outstanding achievement, Oprah wants to convince Dwayne that Dwayne's achievement is something that appeals to her and Oprah wants him by approving and praising her guest to fulfil Dwayne's positive face. Moreover, Oprah also wants to know Dwayne's attitude and perspective towards his achievements. Oprah does so in the hope of getting something in return to minimize the aspects that threaten her own face.

2. Strategy 2: Exaggerate (interest, approval, sympathy with H)

(3-4)

OPRAH : **OMG, it's about to happen. (Applause.) So of the nine visionaries joining us on the WW Presents 2020 Vision Tour, Your Life in Focus, there's only one man. (Applause.) But when it's one of the most recognizable, big-hearted, delightful, fun, strong people on the planet he's all you need please welcome Dwayne The Rock Johnson. (00:24 – 00:35)**

The data in (3-4) is an excerpt when Oprah welcomes Dwayne to enter the Oprah Vision Tour Visionaries stage. Oprah's utterance, **“But when it's one of the most recognizable, big-hearted, delightful, fun, strong people on the planet he's all you need please welcome Dwayne ‘The Rock’ Johnson”** is classified as the application of strategy 2 (Exaggerate (interest, approval, sympathy with H) in positive politeness. Oprah welcomes Dwayne with enthusiasm, where she raises the intonation and stress of her speech in praising Dwayne. Praising with slightly exaggerated

intonation and stress is a way to show that Oprah is looking forward to and wants Dwayne's presence on the talk show. Oprah did this because Dwayne was the only male guest star invited during the talk show series. Moreover, Dwayne has his own values and personality that many people, including Oprah, admire. Thus, Dwayne's positive face feels fulfilled by getting the approval that he is highly anticipated as well as his good image.

According to data in (3-4), the factor influenced Oprah used strategy 2: Exaggerate (interest, approval, sympathy with H). is Payoffs: a priori consideration. Oprah showed her respect as a host by greeting Dwayne with praise with a rising intonation. With the aim of satisfying Dwayne's positive face and reducing the burden of face-threatening actions during talk shows.

3. Strategy 3: Intensify interest to H

(3-6)

DWAYNE : This is what not to do. So, I thought, this is it. I'm gonna splurge. And I went and I got myself a Rolex. And I wore it. At that time, I was wrestling. I wore it in the ring, not for a match, but I was doing an interview in the ring. And I wore it in the ring. And a melee broke out, which always happens in the wild world of professional wrestling. One of the wrestlers fell on the Rolex when it came off. It broke. Live TV. **And you see me**, "oh, my gosh. (Laughter.) My Rolex". And I'm supposed to be in the moment and wrestling these other guys. "Oh, no. My Rolex". **Like you can see on the tape** I'm trying to get my Rolex. And somebody's, like, kicking me. And I was trying to get it. So I finally get my Rolex back. I go back stage and I look at it. I'm heartbroken now. This is my thing. And I go home that night and I remember—I remember immediately thinking, this is a sign.

OPRAH : Oh, I believe in signs. (20:30 - 21:25)

The data in (3-6) is a scene of Dwayne telling his experience about his Rolex watch. It started when Dwayne first bought a Rolex watch and then wore it during a wrestling event. Dwayne had bad luck at that time, where his Rolex had to be hit by another wrestler when the match started. The watch eventually broke and came off, Dwayne tried to get his Rolex back during the fight even though he was beaten and kicked. In the end, Dwayne got his broken Rolex back. Data in (3-6) is categorized into strategy 3 which is applied by Dwayne to his story. Oprah gave her response to Dwayne about when Dwayne first bought a Rolex. Dwayne tries to increase the interest of the conversation with Oprah through his contribution of sharing his experience. The use of 'you see me' and 'Like you can see on the tape' in Dwayne's story are expressions that contribute to drawing Oprah as a participant into the story.

The conversation in (3-6) shows that social distance is a factor that influences Dwayne to use strategy 3: Intensify interest to H. Because they have the same interest in the topic of conversation, it makes Dwayne intensify the interest of his contribution to the conversation freely and casually. Thus, the use of language that is straightforward, relaxed and has a common interest is an indication that they have a stable social distance.

4. Strategy 4: Use in- group identity markers

(3-8)

DWAYNE : "and my dad Rocky Johnson was a I'm half black and half Samoan and my dough..."

(Audience applause)

DWAYNE : "thank you"

OPRAH : "**all the Samoans in the house**" (04:48 - 04:59)

Oprah's bolded speech in (3-8) is an application of positive politeness strategy, more precisely strategy 4: Use in-group identity markers. When Dwayne told his father's background who was an American Samoan and dark-skinned, Oprah spontaneously said "**All the Samoans in the house**". Oprah did this as a form of support and solidarity with dark-skinned Americans. By showing solidarity, Oprah indirectly treats Dwayne as a member of a group or category. With this, Oprah can emphasize that she and Dwayne can claim the same perspective. And in the end, Dwayne's positive face feels fulfilled when claimed as a member of a group whose wishes are desired and supported.

Based on the conversation above, Oprah applies strategy 4 Use in- group identity marker (address form) is a form of support and solidarity with fellow dark-skinned Americans. Where Oprah wants to convince and treat Dwayne as a member of a group or category with the aim that they can claim the same perspective. Thus, the strategy of claiming in-group membership is a reflection of a stable social distance dimension, where Oprah and Dwayne are on the same page.

5. Strategy 5: Seek Agreement

(3-10)

OPRAH : "So it's been a—**has it been a challenging week?**"

DWAYNE : "**it has, it's been a challenging past couple of days** my father he passed away on January 15th and we just buried him a few days ago" (01:43 – 01:57).

Data (3-10) is a scene where Dwayne wants to share with Oprah and the audience his feelings for his father's passing. Strategy 5: Seek Agreement (repetition) used by Dwayne in his response "**it has, it's been a challenging past couple of days...**" to Oprah's previous question. Dwayne wants to try to save Oprah's positive image that She was right and he agrees the past few days have been challenging for him. Dwayne's strategy of repeating entire sentences Oprah questions "**So it's been a—has it been a challenging week?**" in Dwayne's response to answering her question instead of simply giving "yes/no" answers.

According the data in (3-10), the factor influenced Dwayne used strategy 5 (seek agreement; repetition) is **Payoffs: a priori consideration**. Dwayne shows his respect as a guest on the show by satisfying Oprah's desire by repeating Oprah's previous speech as an indication that Dwayne agrees what Oprah said before is true. this is done by Dwayne to reduce the act of threatening Oprah's positive face.

6. Strategy 6: Avoid disagreement

(3-14)

OPRAH : "And... are you a strict dad?"

DWAYNE : Um, I—(Laughter.) **I am NOT super strict, but discipline is important** and but also you know I'll go back to my dad my dad loved me with a small capacity in which he was capable of so I learned from that and so with my daughter's I want to be as full in his present with the love that I give them" (08: 38 – 09:07).

The data in (3-14) Strategy 6: Avoid disagreement, especially token agreement applied by

Dwayne Johnson to response Oprah's question. It can be seen on the utterance **"I am NOT super strict, but discipline is important"** which Dwayne pretends to agree that he is not a strict father, he twists the line with "but discipline is important" instead of directly saying "yes" that he was a super strict father.

According to conversation in (3-14), Relative power is a factor that influences Dwayne to apply Strategy 6: Avoid disagreement (token agreement). In this case, the context of the set-role determines the valuation and power in applying this strategy. Oprah's role as a host with superior power compared to Dwayne as a guest will be reversed in the case of data (3-14). Oprah shows her respect by adopting a subservient attitude towards Dwayne's experience as a father raising his own child. Where this situational power benefits Dwayne in terms of value and full control over the response he wants to give. Therefore, Dwayne can soften his disagreement and save Oprah's positive face at the same time.

7. Strategy 7: Presuppose/raise/assert common ground

(3-18)

OPRAH : Yeah. Yeah. You know, I said to the audience earlier, I never—never had therapy because I had The Oprah Show, so I told all my business out there on the street. And also because I had Gayle to talk to every night.

DWAYNE : Sure.

OPRAH : Every night. **Do you have a Gayle?**

DWAYNE : (Laughter.) **I do...** (39:57 - 40:16)

The data in (3-18) shows that Strategy 7: Presuppose/raise/assert common ground applied by Oprah on her utterance **"Do you have a Gayle?"** The question implies a different meaning from the literal meaning. Context 'Gayle' in the utterance is Oprah's best friend for a long time or someone closest to her to share stories with. On (3-18), Oprah asserts Dwayne's knowledge of using the term 'Gayle' to question whether Dwayne has anyone close to share his story. Oprah's assumption that Dwayne knows this term may operate as an expression of good intentions, to which Dwayne responds with an "I do" indicating that Oprah and Dwayne share common ground.

The close friendship between Dwayne and Oprah influenced Oprah to apply strategy 7 (Presuppose/raise/assert common ground) on (3-18). In Oprah's utterance in (3-18), she shows their social closeness through the code 'Gayle', where Oprah presupposes Dwayne's knowledge of the code 'Gayle'. Since Dwayne has the same interpretation of the 'Gayle' code, it indicates that both Oprah and Dwayne have connectivity or already know Gayle. Therefore, it indicates that Oprah and Dwayne have closeness in the social distance dimension or already know each other.

8. Strategy 8: Jokes

(3-20)

DWAYNE : So, again, horrible. I leave, I go in the kitchen. I'm eating. I took a picture. I said, "hey, why don't you come out and eat some of this food with me?" **She hits me right back. Bang, capital letters: "Nick is not your Gayle."**

OPRAH : (Laughter.)

DWAYNE : **"He is not your Gayle". With 10 exclamation points.**

OPRAH : (Laughter.)

DWAYNE : And I ran into the bedroom. I said, "I'm kidding. You're my Gayle. I'm kidding". (40:16 - 41:48)

Dwayne used the positive politeness strategy, specifically strategy 8: Jokes on the sentence **“She hits me right back. Bang, capital letters: Nick is not your Gayle. And He is not your Gayle”. With 10 exclamation points”**. Where in the context of the joke this time when Dwayne told a story when he wanted to make his wife jealous.

The close social distance is a factor that influences Dwayne to give jokes to Oprah. With Oprah understanding the context of 'Gayle' and recognizing Lauren (Dwayne's wife) in the knowledge that Dwayne shared reflects the attribute of good social connectedness. The existence of connectivity with the context referred to by gives a positive output to the information exchanged. In other words, Oprah understands the joke that was thrown at her.

9. Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants (3-22)

OPRAH: And I said to the audience earlier that there's a rule that unless Jesus has told you otherwise, **you cannot come to my house without a tequila shot.**

DWAYNE: Yes. **Well, I know you're a big tequila fan and we are.** We started a spirits company. And tequila is the first expression. Tequila—**like you, I'm a tequila lover. And I have a special surprise for you.** (54:37 - 54:59)

The data in (3-22) is classified into strategy 9: Assert or presuppose S's knowledge of and concern for H's wants. Where in this data shows that Oprah and Dwayne are cooperative, Oprah pressures Dwayne to cooperate with her by expressing knowledge of her desire to try Dwayne's Tequila products. It can be seen on the sentence **“you cannot come to my house without a tequila shot.”** On the other hand, Dwayne cares and is willing to cooperate to fulfill Oprah's wishes with an offer. It can be seen on the utterance **“I know you're a big tequila fan and we are. and like you, I'm a tequila lover. And I have a special surprise for you”**.

Power with context is a factor that influences Dwayne to apply strategy 9 in (3-22). As the host of the event, Oprah's 'power' value is certainly superior to Dwayne who plays the role of a guest. This power gives Oprah an advantage in communicating her desire by implying knowledge about her desire. On the other hand, Dwayne's sensitivity to Oprah's wishes and his 'disadvantage' in the context of the power situation made him have to adjust Oprah's wishes and his wishes. So, Dwayne finally fulfills Oprah's wish by giving her a bottle of tequila and toasting with her as a form of appreciation and an act of satisfying Oprah's positive face.

10. Strategy 10: Offer, Promise (3-23)

DWAYNE : And also this is the very—so none of this has ever been seen. This is the very first bottle ever of Teremana tequila. And it is going to you. And I'm gonna pour us just a sip.

OPRAH : **Oh, you've got to sign it before you go.**

DWAYNE : **I will. Yes.** (55:38 - 55:54)

Offer, Promise applied by Dwayne's response to Oprah's wants is considered as the positive politeness strategy specifically 10, as he emphasized that he would help to obtain it by showing his cooperation with Oprah. It can be seen on the sentence **“I will. Yes”**. Where Dwayne is willing to sign his first product, Teremana Tequila for Oprah.

In the conversation on (3-23), the factors that influence Dwayne to apply Strategy 10 are Power with context and Payoffs. Dwayne, whose context is as a guest star on the show, has no power that is not superior to Oprah who is the host. Dwayne, who assumes he is at a disadvantage,

chooses to emphasize his cooperation with Oprah in a way that Dwayne also wants it and will help Oprah to get it. In addition, the Payoff factor also affects this. To reduce the potential threat of several FTAs, Dwayne is willing to cooperate with Oprah by showing his good intentions to satisfy Oprah's positive face.

11. Strategy 13: Give (or ask for) reason

(3-27)

DWAYNE : —and really trying to be empathetic to my family and also people. But then also self-empathy, too, really helped me.

OPRAH : Did you learn that through therapy? **Because you've been pretty open about how going to therapy helped you when you were struggling to bet on yourself.**

DWAYNE : I did learn that. It took time for me to learn that one because I had gone through—my first bout of depression I was 18 years old. After that I think I was 23. Then after that was when I got a divorce. So there had been a learning experience through that. Therapy really helped me. (37:03 - 37:31).

The data in (3-27) classified into Strategy 13: Give or ask for reason which is applied by Oprah. Oprah's last utterance, **“Because you've been pretty open about how going to therapy helped you when you were struggling to bet on yourself”**, showed that Oprah gave her reason to Dwayne. Oprah's utterance begins with a question about whether Dwayne's empathy is an output of his therapy, followed by a reason why Dwayne is very open-minded about the benefits of therapy for mental issues. Oprah gave this reason to appreciate Dwayne's concern for mental issues, and also for Dwayne to be willing to talk about whether his empathy was a benefit of his therapy. It can be seen Dwayne showed his cooperativeness by being willing to tell stories and share his experiences about mental struggles. It is indicated both Oprah and Dwayne are cooperative.

In the conversation in (3-27), factor that influences Oprah to apply strategy 13 is Payoffs. By giving a reason for the previous question is a form of Oprah's appreciation to Dwayne for his concern for mental issues. Oprah applies this strategy to satisfy Dwayne's positive face and to make Dwayne's wishes feel recognized and desired, with the hope that Dwayne will give reciprocity so that he is willing to cooperate to answer Oprah's previous questions.

12. Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

(3-32)

OPRAH : **I'll let y'all know how it is. So I would like to have—make a toast to your father. I'd like to make a toast to the man who helped make you the man that you are.**

DWAYNE : Thank you.

OPRAH : And may your relationship with him in the beyond be stronger, more profound, and bring you all the love that you've always deserved. (56:00 - 56:28).

The conversation above is a scene at the end of the talk show where after Oprah was presented with a bottle of Tequila from Dwyane, she invited Dwayne to make a toast in memory of Dwayne's father while closing the event. The data in (3-32), in Oprah's utterance, **“I'll let y'all know how it is. So, I would like to have-make a toast to your father. I'd like to make a toast to the man who helped make you the man that you are”** classified as positive politeness, more specifically strategy 15 (Give gifts to H (goods, sympathy, understanding, cooperation)). Oprah

wanted to show appreciation for Dwayne's presence in the talk show. Therefore, Oprah wanted to give a gift as a memento of the event. Although it is not a material gift, with a toast to remember the kindness and service of Dwayne's father, it is one of Oprah's ways to show her sympathy and she knows some of Dwayne's wishes and wants them to be fulfilled, such as being understood, listened to. Oprah did this to strengthen their social relationship and satisfy Dwayne's positive face. The assessment of social closeness between Oprah and Dwayne can be measured when Oprah expresses her empathy towards Dwayne. Where Oprah invited Dwayne to make a toast to commemorate his father's dedication and kindness. It can be concluded that the closeness of their social distance is a factor that supports Oprah in applying the 'empathy' strategy.

CONCLUSION

In the talk show, there were twelve strategies of positive politeness strategies proposed by Brown and Levinson (1987) are used, those are: 1: notice, attend to H (his interests, wants, needs, goods); 2: exaggerate (interest, approval, sympathy with h); 3: intensify interest to H; 4: use in-group identity markers; 5: seek agreement; 6: avoid disagreement; 7: presuppose/raise/assert common ground; 8: jokes; 9: assert or presuppose S's knowledge of and concern for H's wants; 10: offer, promise; 13: give (or ask for) reasons; and 15: give gifts to H (goods, sympathy, understanding, cooperation). The most frequent type of positive politeness strategies is strategy 13: give (or ask for) reason.

The factors influencing the choice of positive politeness strategies done by Oprah Winfrey as the host and Dwayne "The Rock" Johnson as the guest in talk-show based on politeness factors proposed by Brown and Levinson (1987). There were two factors that influenced the choice those positive politeness strategies, namely the payoff: a priori consideration, and The Circumstance: Sociological variable. However, there are only two out of three social variables found in this talk show, namely Social Distance (D) and Relative Power (P) which are supported by the context of situation. Rank of imposition is not found because both Oprah and Dwayne are in equal social status and neither party feels forced in achieving the goal.

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