Article

An Analysis of Off Record Strategies Reflecting Politeness Implicature in "Oprah Winfrey Show"

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A B S T R A C T

This thesis discusses strategies off the record that describes implicatures modesty in a conversation. Off record strategy is one of the five strategies. This strategy is discussed for the use of the language used in the forms of direct. The object of research are strategies off the record that describes implicatures politeness in a famous talk show in America, namely, "Oprah Winfrey Show". The data were taken using methods refer to refer techniques involved free conversation, where the author was not involved in the dialogue that occurs because the data is taken from the TV show, recording technique with the aid of a recorded tape. Furthermore, the authors use the technique CAAT by way of transcribing talk show back in the form transcription ortrografis. This analysis uses methods equivalent pragmatic look at the role of external factors of language, especially the factor of interlocutors on selection strategies used off record. The results showed that the context of the situation and the violations of the maxim of conversation will influence the choice of strategies used off record. However there are some cases when this option do not follow the rules. This is because of other factors that come into play in a conbersation such as an intonation. mplicatures appear generally in the form of affirmation that is used in polite. In one sentence found two or more strategy off record selected speakers

I. INTRODUCTION

To communicate their idea in social interaction, human beings frequently use an indirect expression. Whenever people want to make a request for a specific information or provide as much of that information as possible, they tend to express it indirectly. So, there is a gap between what is literally said and what is conveyed. That kind of communication provides a small part of an account of how people communicate using indirect language (Levinson, 1983: 98). This kind of communication can be said as implicature

According to Grice (qtd from Gazdar, 1979:38), implicature is a proposition that is implied in the utterance of a sentence in a context

eventhough that proposition is neither a part of nor an entailment of what was actually said. He claimed that there were two types of implicature: conventional and conversational. Conventional implicature arises becuase of conventional fatures of the words employed in an utterance. Meanwhile conversational implicature arises because of something implied in the utterance in a certain conversation. This implicature phenomenon is obviously observable in every conversation in which a person implied something in the utterance.

The phenomena of what is literally said and what is conveyed can alsway be seen in daily conversation. This phenomenon can be related to Grice's theory of implicature. Implicature means an extra message conveyed by speakers indirectly. By 'extra' we mean that sometimes there is additional meaning of what the speaker has said (1), sometimes the speaker provides additional information (2), and sometimes he/she conveys something completely different from what he/she said, as seen in the following example.

> A: Where's Bill?
>
> BL: There's a yellow VW, he may be in Sue's house.

So, we can say that the theory of conversational implicature is the theory about how people use language in communication. Sometimes in implicating something, people tend to be polite.

In reality, in order to be polite, people usually say something different from what they mean. They are used to say something indirectly, which is aimed at keeping someone's feeling in the conversation it means that they want to keep their image or face. The concept of face was proposed by Brown and Levinson. It means the notion of being embarassed or humiliated or 'loosing face' (Brown and Levinson, 1978: 61). It refers to emotional and social tense of self that someone has (Yule, 1996: 60)

The concept of face is divided into two types, namely: positive face (the desire to be accepted by others and be treated as the same mebers) and negative face (the desire to have freedom and not to be treated by others). Thus, this concept shows the action to be polite to others in order to keep their image. So, politeness can be defined as the means to show the respect to another person's face.

According to Brown and Levinson (1978: 92), there are five strategies in politeness, they are bald on record, positive politeness, negative politeness, off record, and don't do FTA. From those straetegies, the analysis is only focused on off record strategies. It shows the indirect use of language. The interesting thing is how poeple say something implied in order to be polite to others. The form of these strategies is not discussed by another four strategies.

Having considered these factors, the writer chooses the title "An Analysis Off Record Strategies Reflecting Politeness Implicature in Oprah Winfrey Show"

Related to the phenomena of implicature of politeness, the writer identifies two main problems to be solved in this research, in order to focus the study, as follows:

1. What kind of off record strategies that may reflect the politeness implicature?
2. What is the implicature of the politeness utterances?

This research studies about the strategies of off record strategy. The data are taken from a real popular talk show in America, "Oprah Winfrey Show". The analysis is speficically focused on the speech events occuring between Oprah, the host of the talk show and the guests. The writer mainly focuses the research on off record straegies used by the participants. The strategies reflect the implicature of politeness among the participants. There are some sub strategies in off record strategy that cause the occurence of implicature, they are giving hints, giving association clues, presuppose, understate, overstate, using tautologies, using contradictions, being ironic, using metaphors, using rhetorical questions, being ambigous, being vague, over generalizing, displacing H, being incomplete or using ellipsis

II. METHODS

In conducting this research, the writer uses the systematic methods of linguistic research,

namely: collecting data, analysing data and presenting the result of the analysis.

First, in collecting data, the writes applies the observation method. It means the writer observes the use of language by the participants in the conversations. The conversations in that TV Talk Show are collected by applying three techniques, they are: non-participation observation technique, recording technique, and writing technique. The non-participations observation method means the writer observes the use of language by the participants without being involved in the conversations. While recording technique means the writer records the conversation by using tape recorder, and writing techniques means the writer transcribes the conversations that had been recorded by taking a note.

Second, in analysing the data, the writer uses the pragmatic identity method. It means that the data as the object rsearch are analysed based on the interlocutor/hearer as the factor influencing the linguistic data (Sudaryanto, 1993: 15). The data later on are classified into some groups based on the conversational maxim and the strategies of off record strategies.

In presenting the result of the analysis, the writer uses both formal and informal methods (Sudaryanto, 1993: 145). Formal method means the use of tabble. Meanwhile informal method is applied by using natural language.

In this analysis, the writer analyses the data taken from the popular talk show in America that is broadcasted by one of private televisions in Indonesia. The interesting thing in this talk show is all of the participants are the native speakers and the talk show is guided by Oprah Winfrey, an attractive presenter.

Implicature is a very interesting phenomenon in pragmatics. It refers to smoething implied in the utterances. Many researchers dealing with implicature in relating to politeness strategies. In this chapter, the writer gives some examples on researches related to conversational implicature and off record strategy as one of politeness strategy.

Related to the notion of conversational implicature and politeness strategy, many researchers have carried some researchers about that. Some of them are Alexandria Kallia, Michael Haugh, and Karen Grainger. Alexandra Kallia, in her paper titled Linguistic Politeness: The Implicature Approach, has analysed politeness as a Gricean Implicature. The topic that she discussed was about politeness as the expected thing to do and politenss as unexpected thing to do and she used Gricean approach of implicature. In order to analyse politeness as an implicature, she used the maxims of politeness, which supplements Grice's cooperative principle. These maxims can be observed or flouted and so give rise to different kinds of implicature. She also said that politeness can be a strategy employed in order to achieve smooth interaction, can convey indirect messages to the addressee i.e. implicature of politeness. In her finding, she said that the implicature approach has some advantages. It gives us the means to distinguish between politeness as a message intentionally conveyed by the speaker (the expression of a positive attitude towards the hearer) and politeness as an inference drawn by the hearer (the belief that the speaker is not being sincere, etc). Strategic and communicative uses of politeness can be seen as implicature. The difference is that implicature conveyed by the expected (appropriate) strategies (i.e. generated through observance of the maxim of politeness) are standard and constitute background messages. The implicature approach captures a variety of messages: messages favourable for the speaker ('I mean well'), favourable to the hearer ('I emphatise you'), messages regarding the social competence of the speaker ('I'm following the rules'), ironic uses polite forms, etc. This, the same utterance can hae different implicatures depending on the context in which it occurs and the same utterance can be in instance of politic behaviour (it is expected and therefore pass unnoticed) and polite behaviour (unexpected and therefore marked) in different situations.

Alexandra's analysis is different from the writer's analysis. The writer talks about linguistic politeness by using implicature approach. She uses both maxim of conversational and politeness maxim in order to

know the utterance which is expected or unexpected. Meanwhile in her thesis, the writer does not use any politeness maxim; she analyzes one of politeness strategies, this is off record strategy.

Michael Haugh in his paper titled Anticipated Versus Inferred Politeness described the distinction between anticipated and inferred politness. He claimed that politeness is anticipated if the speaker expects certain behaviour to occur. On the other hand, if we are not expecting certain behaviour to occur which nevertheless does occur, and this behaviour give rise to politeness, then this politenessmust be inferred. Politeness is inferred (by means of an implicature) when the expression used by the speaker is not conventionalised for some use.

Haugh studied about the politeness utterance that can be anticipated and politeness utterance that can be inferred. According to Haugh, politeness utterance that is inferred is categorized into implicature. Meanwhile, in her thesis, the writer analyses the use of politeness implicature in politeness strategy, it is off record strategy.many researchers argued that politeness is generally inferred as an implicature, as it usually expected by interactants. This kind of politeness is termed 'anticipated politeness' by Fraser (qtd from Haugh's Journal), in orer to contrast it with Brown and Levinson's view on politeness as inferred. While a number of reserachers argued that politeness is only anticipated but otherss assumed that although politeness is primarily anticipated, it may also be inferred in the form of an implicature.

III. RESULT

After nalysing the data, it shows that there are several valiation of conversational maxim occusr in the show. The result of table 1 shows the form of violation of conversational maxim, off record strategy, and implicature.

Table 1. Result Analysis Off Record Strategy

Data No.	Violation of Conversational Maxim	Off Record Strategy	The Impplicature of Polite Utterances
1	Quantity Maxim	Understate Strategy	Understatement of admission
2	Quantity Maxim and Manner Maxim	Tautology strategy and be vague strategy	Indirect refusal
3	Quality maxim and Relevance maxim	Contradict strategy and give associations clues	The assertion statement The assertion statement
4	Quality maxim	Rhetorical question	The assertion request
5	Manner maxim	Being vague	The assertion request
6	Quantity and Relevance maxim	Tautology strategy and Presupposes	The assertion statement The assertion of refusal
7	Manner maxim	Ellipsis strategy	The assertion request
8	Quality maxim	Rhetorical question	The indirect confession
9	Quality maxim	Contradict strategy	The hesitancy
10	Relevance maxim	Presuppose	Hints
11	Manner maxim	Ambigous	Agreement and hints
12	Quality maxim and Relevance maxim	Metaphorical substitution and giving clues association	The conflict and suggestion
13	Quantity maxim	Overstate strategy	Support
14	Manner maxim and Relevance maxim	Ellipsis strategy and rhetorical question strategy	The assertion request
15	Relevance maxim	Hints	Criticisms
16	Quality maxim and Manner maxim	Metaphorical substition and displaces the hearer	Avoid the guilt's feeling
17	Quality maxim	Contradict strategy	Criticisms
18	Quality maxim and Manner maxim	Ironic strategy and Ellipsis strategy	Hints and Warning
19	Relevance maxim and Quantity maxim	Presupose strategy and Tautology strategy	Someone who has big responsibility
20	Manner maxim	Ellipsis strategy	The assertion of promise
21	Manner maxim	Being vague	Uncertain promise
22	Relevance maxim	Hints strategy	Criticisms

IV. DISCUSSION

This research is focused on off record strategy as one of the politeness strategy that is proposed by Brown and Levinson. In this off record strategy, the utterances are essentially indirect. To construct an off record utterance, one says something that is actually different from what one means. In addition, there is also sub strategies in this off record straetegy, which may reflect the conversational implicature and politeness.

In the analysis later on, the writer does not arrange the date based on the violation of maxim, but on the sequence of the talk show. This kind of analysis is done in order to make the context of situation clearer.

V. CONCLUSION

Having analyzed the data, the writer concludes that the interlocutors do not only try to communicate their feeling and idea, but als to maintain their relationshsip with others. This is done by applying some politeness strategie, one of them is off record strategy.

There are fourteen possible strategies of off record strategy, namely: giving hints, giving association clues, presuppose, understate, overstate, using tautolgies, using contradictions, being ironic, using rhetorical question, being ambigous, being vague, over-generalizing, displacing H, being incomplete or using ellipsis. Each of the utterance in those strategies shows the violation of conversational maxim which may reflect the conversational implicature. This phenomenon is observed in the real talk show "Oprah Winfrey Show".

The writer finds out some cases of the strategies of off record, they are: giving hints (2 cases), giving association clues (2 cases), presuppose (3 cases), understate (1 case), overstate (1 case), tautologies (3 cases), using contradictions (3 cases), being ironic (1 case), metaphors (2 cases), rhetorical questions (3 cases), being ambigous (1 case), being vague (3 cases), displacing H (1 case), being incomplete or using ellipsis (4 cases). All of the utterances show the politeness implicature.

From the analysis, the writer finds out that one utterance may reflect two or more strategies of off record strategy. This happens because the utterance is affected by the different context of situation. The implicature of each utterance is each strategy ay hae similar meaning. In addition, the implicature occurs mostly in the form of th assertion. The intonation in this case also affects the meaning of the utterance.

To sum up, the findings in this research are closely related to the previous research on the discussion above. The implicature in the polite utterance maybe different in the different situations and someona is more polite when his or her language is more indirect.

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