

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

The face concept is important. There are two faces, positive and negative faces. Positive face is about compliment and trying to protect interlocuter. Negative face is to give the freedom and has no interference with outsiders. In positive and negative faces, face can be threatened, there is called Face Threatening Act (FTA).

The term face has been established in the late 1960s by the American sociologist Erving Goffman. It is defined by Goffman as an image of the self which depends on both the rules and values of a particular society and the situation the social interaction is embedded in. It hence mirrors the way a person wants to be perceived by others in his surrounding space.

There are actions that cause the face threatening act in The Talk Show Live From “The Apple Worldwide Developers Conference 2018”. According Brown and Levinson (1987) a face threatening act is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other. Face threatening acts can be verbal (using words/language), paraverbal (conveyed in the characteristics of speech such as tone, inflection, etc.), or non-verbal (facial expression, etc.).

The guest stars nor the host in The Talk Show Live From “The Apple Worlwide Developers Conference 2018” have social distance that distinguishes the face threatening act. According to Peter Grundy, among the aspects of assumed external context that are particularly derterminante of language choice in the domain of politeness are the power-distance relationship of the interactants and the extent to which a speaker imposes on or requires something of his/her addressee” (Grundy 2000:127) . The aim is to prove whether social distance distinguishes its use and what social distance they have that affects the use of face threatening act.

1.2 Identification of the Problem and Research Assumption

Based on the background previously, the identification of the problem is in The Talk Show Live From “The Apple Worldwide Developers Convergence 2018” that there is a social distance between the host and the guest stars which resulted in using face threatening act.

The writer assumes that social distance differences affect the use of face threatening act to avoid and make the face threatening act in “The Talk Show Live From 2018”.

1.3 Formulation of the Problem

Based on the assumption above, the research problem is formulated in the form of research questions, as follows:

1. How does social distance distinguish the use of face threatening act?
2. What are the strategies they use to avoid and make the face threatening act based on the social distance?

1.4 Objective of the Research

In order to be able to reach the purpose of the research, the analysis steps are conducted in the following ways:

1. To know how social distance distinguishes the use of face threatening act.
2. To know the strategies they use to avoid and make the face threatening act based on the social distance.

1.5 Framework of the Research

In conducting this research, theories revolving around pragmatics approaches to face and facework (Erving Goffman), politeness theory (Leech: 1983; Penelope Brown and Stephen Levinson: 1987) and external context in politeness (Grundy 2000:135) are selected to support the writer’s analysis on the positive and negative faces in The Talk Show Live From “The Apple Worldwide Developers Convergence 2018”.

1.6 Method of the Research

Type of this research is descriptive qualitative from written or spoken that can be observed. Type of research is descriptive qualitative research that produces descriptive data in the form of words written or spoken of people and behaviors.

To support this research as description above, the writer also identifies the application of Face Threatening Act in interview. The primary data of this research is the dialogue that taken from the video of the interview of The Talk Show Live From “The Apple Worldwide Developers Convergence 2018”.

1.7 Benefit of the Research

The writer hopes that this research will give some benefits for all people, especially, for students to understand about the effect of face threatening act and it can be used as additional knowledge in pragmatics.

1.8 Systematic Organization of the Research

The systematic of this research contains four chapters. Related to the title of this research, the systematic presentation is written as follows:

CHAPTER 1 : INTRODUCTION

It consists of: Background of the Problem, Identification of the Problem and Research Assumption. Formulation of the Problem, Objective of the Research, Framework of the Research, Method of the Research, Benefits of Research, and Systematic Organization of Research.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

This chapter mentions the theory which used by the writer. In this chapter contains the face threatening act and social distance definition and theory.

CHAPTER 3 : FACE THREATENING ACT IN THE TALK SHOW LIVE FROM WWDC 2018

It consists of: the author's analysis the meaning from the social distance and face threatening act in the interview in The Talk Show Live From "The Apple Worldwide Developers Convergence 2018"

CHAPTER 4 : CONCLUSION

It consists of: the author's conclusion of the research.

References

Enclosures:

- 1) Copy of interview script of The Talk Show Live From "The Apple Worldwide Developers Convergence 2018"
- 2) Biography of the guest stars
- 3) Biography of the host
- 3) Biodata of the writer

