



**THE USE OF POLITENESS STRATEGY
IN BBC NEWS INTERVIEW TO AVOID FTAs
A CASE STUDY OF *AUNG SUU KYI'S* INTERVIEW**

**A THESIS
In Partial Fulfillment of the Requirements for
the Sarjana Degree Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University**

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PRONOUNCEMENT

I hereby declare that this thesis entitled “The Use of Politeness Strategy in BBC News Interview to Avoid FTAs A Case Study of *Aung Suu Kyi’s* Interview” has been composed by myself and without taking any results from other researchers in S-1, S-2, S-3, and in diploma degree in any university. I also confirm that I do not quote any substance from other publication or someone’s paper except from the mentioned references.

Semarang, July 2018

Khaerini Dwi Rahmasari

MOTTO AND DEDICATION

“Attempt the impossible in order to improve your work.”

(Bette Davis)

“Do not grieve; indeed Allah is always with us.”

(At-Taubah: 40)

I sincerely dedicate this study to my Mom and Sister who always love and motivate me all the time. Thank you all and I love you.

APPROVAL
THE USE OF POLITENESS STRATEGY
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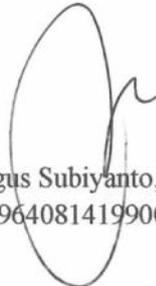
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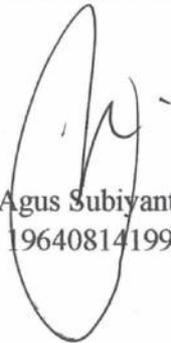
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I realize that this thesis still far from perfect. I, therefore will be glad to receive any constructive criticism and recommendation to make this thesis better.

Finally, I expect that this thesis will be useful to the reader who wishes to learn something about appraisal system especially the application of attitude items.

Semarang, July 2018

Khaerini Dwi Rahmasari

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ABSTRACT

Political interview is a kind of conversation between two or more people discussing political issue. This study focuses on BBC News political interview of Fergal Keane as an interviewer, who interviews *Aung Suu Kyi*, a politician from Myanmar. As an interviewer, Keane needs to ask *Suu Kyi* about the political issues related to her, and one of them is the issue of *Rohingnya* people who reside in Rakhine, Myanmar. In the interview, Keane needs to use strategies to obtain the information he wants. He uses politeness strategy (Brown and Levinson: 1987) in order to avoid imposing *Suu Kyi*'s face. This study aims to identify the types of politeness strategies employed by Keane in the interview and to reveal the influencing factors of strategy choice. Non-participant observation is applied to collect the data and pragmatic and identity methods are applied to analyze the data. The results show that all kinds of Brown and Levinson's politeness strategies are used by Keane. However, negative politeness is mostly used because *Suu Kyi* has a higher power than him and he needs to show his respect to her. There are also two factors that influence the strategy choice, that are social distance (D) and relative power (P). The more Keane uses negative politeness, the more it shows that he and *Suu Kyi* does not close to each other and *Suu Kyi* has a higher status than him. Meanwhile, the rank of imposition does not necessarily influence the strategy choice because all kinds of politeness strategy can be used to perform FTA, criticizing, saying bad news of hearer, raising sensitive topic, and challenging, that threatens *Suu Kyi*'s positive face.

Keyword: Face, FTA, Politeness Strategy theory of Brown and Levinson (1987), Relative Power, Social Distance, Rank of Imposition, Political Interview

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Political interview is a type of conversation between two or more people talking about political issue where one person takes the leading role on asking questions known as interviewer. One of differences of political interview from other interviews is the interviewee who is a politician. Political interview often appears on the news program. The interviews which appears on the news usually discuss the latest issues which attract public attention. One of them is issue of *Rohingnya* that happens in Myanmar.

BBC News as one of the major British broadcasting stations managed to interview *Aung Suu Kyi*, the leader of National League for Democracy in Myanmar, about *Rohingnya* issue, the issue of minority muslim ethnic. The interview took place on 2017, and the interviewer is Fergal Keane. In order to get good results of the interview, both parties need to communicate to one another cooperatively.

However, on the process, the interviewer occasionally needed to ask sensitive matters that can impose the interviewee's face. In that situation, Keane had to use strategy in order to mitigate the risk of threatening his interviewee's

face. In pragmatics, the strategy is called politeness strategy. By using the strategies, Keane also tried to lessen the impositions that he gave to *Aung Suu Kyi*.

Politeness strategy is a way to minimize imposition to the hearer's face (Brown and Levinson, 1987: 68). Besides that, a great deal of the mismatch between what is being 'said' and what is being 'implicated' also can be related to politeness, hence politeness strategies make possible communication among speakers. Sometimes politeness strategies are also used for softening FTAs to reduce the risk of face loss. In the interview, Keane also used politeness strategies to avoid FTAs to his hearer. Therefore, this study aims to identify and explain the politeness strategies and FTAs that occurred in the BBC News's interview with *Aung San Suu Kyi*, and factors that influenced the choice of politeness strategies also will be investigated.

1.2 Research Question of the Study

1. What are the types of politeness strategies employed by Fergal Keane in the BBC News interview?
2. What are factors that influence the choice of politeness strategies?

1.3 Purpose of the Study

1. To identify the types of politeness strategies employed by Fergal Keane in the BBC News interview.
2. To investigate factors that influence the choice of politeness strategies.

1.4 Previous Studies

There are some studies that have discussed politeness strategy. The first study elaborates face threatening act (FTA) and politeness strategy. Kedveš's (2013) analyzes Brown and Levinson's politeness strategy in summer school call for application (CFA) texts. The findings show the numbers of negative FTA in the CFAs is higher than positive one, and positive and negative politeness strategies occurred more frequently than bald on record. Because the goal of CFAs is to invite people joining summer school, they consist of expressions containing in-group identity markers to enhance solidarity or amendments (positive politeness), and indirect expressions (negative politeness).

The second study talks about FTAs and politeness strategy in student personal statements. Iswara and Saleh (2017) discovered all of successful personal statements contain FTAs and politeness strategies where Boasting becomes the most frequently occurred. Only positive and negative politeness strategies that were used. Positive politeness is used to show that the applicant is being optimistic, and they use hedges for negative politeness.

The third and fourth studies talked about politeness strategies and political interview. Sari (2013) studied politeness strategies and the factors that influenced the choice of politeness strategies on Putra Nababan in interview with Barack Obama. She found out that Nababan tended to use negative politeness as Barack Obama's status and occupation are higher than him. Kun-Zhen (2014) analyzed the interview between the TV host Ruan Cishan and the contemporary US Secretary of State Colin Luther Powell in Phoenix TV. He stated that in political interview mood, modality, person pronouns, appraisal system can give the realization of interpersonal functions in the process of interview. The findings also reveal the host paid much attention into declarative expression in interviewing to get the information he wanted.

From the previous studies above, three of them were conducted by using Brown and Levinson's politeness strategy theory. This study also uses the same theory. However, the object of this study is different from four previous studies. It is BBC News interview between Fergal Keane and *Aung Suu Kyi*. From the previous study, it is shown that there is no study discussing FTAs and politeness strategy in a political interview. Therefore, the writer aims to identify politeness strategies used by Keane in order to avoid performing FTAs in his interview and factors that influence the choice of politeness strategies.

1.5 Scope of the Study

This study only focuses on investigating politeness strategies employed by Fergal Keane in the interview by BBC News about ethnic cleansing that happens in Myanmar. The writer will classify the strategies into categories based on Brown and Levinson theory of politeness strategies (1987) and find the influenced factors of the use of politeness strategies.

1.6 Significance of the Study

This research findings are expected to contribute to the reader's comprehension of how politeness strategy and FTAs are applied in real life, especially in interviewing. This research can be a reference for linguistic students in analyzing politeness strategies. In addition, the study can also contribute for people in conducting communication so that the interaction goes well by using politeness strategy.

1.7 Writing Organization

In writing report of the study, the writer has created an outline which is divided into five chapter.

CHAPTER I INTRODUCTION

This chapter contains the background of the study, the research questions, the purposes of the study, the previous

studies, the scope of the study, the significance of the study, and writing organization.

CHAPTER II LITERARY REVIEW

The second chapter contains the explanation of politeness strategy argued by Brown and Levinson (1987). However, there is a brief explanation about face, FTA, other politeness strategy theory, and political interview discourse.

CHAPTER III RESEARCH METHOD

In this chapter, the writer discusses the research method of the study. It consists of the research, data, method of collecting data, and method of analyzing data.

CHAPTER IV DISCUSSION

In this chapter, the writer discusses the data analyzing. The writer defines politeness strategy used by Fergal Keane in his interview with *Aung Suu Kyi*, and explains the influenced factors.

CHAPTER V CONCLUSION

In this chapter, the writer concludes the study by stating a conclusion.

CHAPTER II

LITERARY REVIEW

2.1 Pragmatics

Mey (2001: 5) says that pragmatics deals with the process of producing language and in its producers. Language cannot be separated from its users. Pragmatics also defines as the study of utterances meaning or the meaning of what is being uttered. It is concerned with the meaning as communicated by speaker and interpreted by listener in the communication (Yule, 1996: 3). In determining the meaning, listeners need to consider the context because the context influences what is said. Pragmatics also shows how a language is used to express relative distance between speakers. Therefore, it is different from the paradigm of traditional linguistics.

2.2 Face Wants

Everybody has 'face', a public self-image. The notion of 'face' is derived from Goffman (1967) who says that face naturally links up to being embarrassed or humiliated. A person's face is emotionally invested in interactions. That face also can be lost, maintained, or enhanced during the interaction. Thus, people cooperate with each other to maintain their face during the interaction (Brown and

Levinson, 1987: 61). Face is divided into two types of face wants, namely positive face and negative face.

One person has one type of face wants during a situation, either positive face or negative face. Then, people as social member usually treat others by the face wants which every member knows every other member desire of face wants (Brown and Levinson, 1987: 62). Hereby, the extended explanation of positive face and negative face:

2.2.1 Positive Face

Positive face is a desire to be accepted, approved of, even liked by others and being treated as a member of the same group by others. People who has positive face usually tend to think that their goals to be thought necessary not just by anyone, but some particular people that are in the same group (Brown and Levinson, 1987: 63).

2.2.2 Negative Face

Negative face is a desire to be independent, to be impeded in one's action, and not to be imposed on by others (Yule, 1996: 61). People who has negative face usually wish to have freedom in one other without being disrupted by others. Because they want to be independent.

2.3 Face Threatening Act

Face threatening acts or FTAs mean an action when speakers give threats or impositions to hearer's face. Hearer's face can be lost because of those acts. These acts take the freedom of actions because the acts naturally run contrary to the face wants of the addressee (Brown and Levinson, 1987: 65). According to Brown and Levinson (1987: 65-68), they argued there are two explanations of face threatening acts:

2.3.1 Kinds of Face Threatening

Those acts can threaten both negative face and positive face, but in different ways. Firstly, how FTAs threaten negative face of hearer will be explained below:

1. S demands H to do some future act A by putting some pressure on H
 - a) Orders and requests (S wants H to do something).
 - b) Suggestions and advices (S thinks H should do some act A).
 - c) Reminders (S proposes H to remember something).
 - d) Threats, warnings, and dares (S puts some pressure on H to do something or S instigates sanctions against H unless H do 'something').
2. S proposes to do some positive future acts toward H by putting some pressure on H to accept or reject them, and possibly to gain a debt.
 - a) Offers (S proposes him/herself to do something for H, with H thereby gaining a debt).

- b) Promises (S commits him/herself to do something for H's benefit).
3. S shows his or her desire toward H or H's good.
 - a) Compliments, expressions of envy or admiration (S shows that he or she likes or wants H's).
 - b) Expression of strong (negative) emotion toward H's, such as hatred or anger.

Secondly, those acts threatened positive face of hearer will be described below:

1. S gives negative opinion of some aspect of H's positive face.
 - a) Expressions of disapproval, criticism, contempt, complaint, reprimand, insult, accusation (S shows he or she does not like one or more of H's aspects)
 - b) Contradictions or disagreements, challenges (S shows that H is wrong about something)
2. S shows that he or she does not care of H's positive face: expression of violent emotion, disrespect H, saying bad news about H or good news about S, raising dangerously emotional or divisive topics, blatant non-cooperation in an activity, and use of address terms and other status marked identification in initial encounter.

2.3.2 Threats to H's face and threats to S's face

1. FTAs that offend S's negative face: expressing gratitude, acceptance of gratitude or apology from H, excuses, acceptance of offers, responses to H's *faux pas*, and unwilling promises or offers.

2. FTAs that damage S's positive face: apologies, acceptance of compliments, self-humiliation, confessions, admission of guilt or responsibility, emotion leakage, and non-control of laughter or tears.

2.4 Politeness Theory

Politeness strategies is argued by Brown and Levinson and it is the most dominant theory on linguistic politeness. According to Brown and Levinson (1987: 60), speakers want to maintain each other's face in interaction. However, there are times for speakers need to threaten addressee's face in order to get what she or he wants. Then, the speaker has a choice to minimize that act using different strategies that are shown in the figure below.

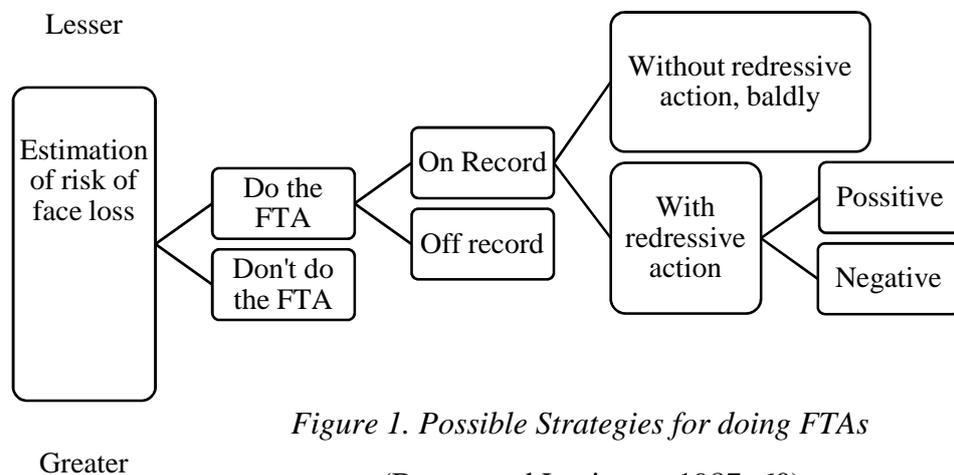


Figure 1. Possible Strategies for doing FTAs

(Brown and Levinson, 1987: 60)

In performing FTAs, Brown and Levinson proposed four categories for politeness strategies, namely bald on record, positive politeness, negative politeness, and off record.

2.4.1 Bald on Record

By using this strategy, the FTA is performed in the most direct, clear, unambiguous, and concise way. The bald on record does nothing to minimize threats or impositions to the H's face. Bald on record have many kinds depending on the circumstance because S can have different motives for his or her wants to do the FTA with maximum efficiency (1987: 95). There are some sub-categories of bald on record: showing disagreement, giving suggestion/advice, requesting, using imperative form, warning and threatening.

2.4.2 Positive Politeness

This type of strategy is the FTA is performed employing strategies oriented towards the positive face of the hearer. There are some ways in doing positive politeness (Brown and Levinson, 1987: 101-129).

1. Claiming common ground

This strategy involves S's interests and wants is the same as H's. Eventually, S shares the mutual knowledge and interest with H. This strategy is divided into some sub-strategies.

- a) Notice. It concerns with H's interests, wants, need, goods, etc. This strategy demands S to take notice of aspects of H's situation. For

example, when S says, “*What a beautiful vase this is! Where did it come from?*”, S notices H’s situation of having a new and a beautiful vase.

- b) Exaggerate. It concerns with H’s sympathy with H. This strategy is done by saying something exaggeratingly. It is shown in speaker’s intonation, stress, and other aspects. For example, when S says, “*What a fantastic garden you have!*”, S exaggerates the condition of H’s garden.
- c) Intensify interest to H. It happens when S wishes to share his interest to H as a form of S’s contribution to the conversation. For example, when S says, “*I come down to the stairs, and what do you think I see? – a huge mess all over the place, the phone’s off the hook and the clothes scattered all over...*”, S wants to intensify H’s interest of how awful the condition of the place is.
- d) Use in-group identity markers. It happens when S conveys that he or she is in the same group as H. S can implicitly claim the common ground with H because they are in the same group. These include the use of address forms, dialect, jargon or slang, and ellipsis. For example, when S says, “*Here mate, I was keeping that seat for a friend of mine...*”, S considers H as his or her friend.
- e) Seek agreement. It happens when S emphasizes his agreement with H. S’s agreement can be shown by the repetition of what S precedently said or by using emphatic agreement (yes, really, etc). For example, when H says, “*John went to London this weekend!*” and S responds with, “*To London!*”, S takes interest to H and agrees to what H said.

- f) Avoid disagreement. It happens S avoids blatant disagreement by pretending to be agree of what H has said. For example, when H says, “*Can you hear me?*” and S responds with, “*Barely*”, S pretends to be able to hear of what H said.
- g) Presuppose common ground. It happens when S talks about unrelated topics to show his interest in H to mark their friendship because S does not want to impose H when he or she gives FTA. For example, when S says, “*You look so bright today. It must be because of MU had defeated Chelsea, right? By the way, can you take me to the airport this afternoon?*”, S does not want to impose H for asking H a favor, so S says good news for H first.
- h) Jokes. This strategy can be used to stress that there must be some mutual knowledge and values between S and H. For example, when S says, “*How about lending me this old heap of junk?*”. S is only joking by calling H’s new Cadillac as an ‘old heap of junk’ to borrow H’s car so that H understands what S meant.

2. Conveying that S and H are cooperators

This strategy conveys that S and H are cooperatively involved in the same activity. They share the same goals and they cooperatively redress the positive face of hearer. This strategy has some sub-strategies.

- a) Assert or presuppose S’s knowledge of and concern for H’s wants. It happens when S puts some pressure on H to cooperate with. The negative question may sometimes have function in this way. For example, when S

says, “*Look, I know you want the car back by five, so should(n’t) I go to town now?*”. S knows what H’s need, so S tries to not burdening H to lend H’s car to S now.

- b) Offer or promise. It happens when S and H share the same goals so that S is willing to help to achieve the goals. For example, when S says, “*I’ll drop by next week.*”, S and H have the same goal and S tries to show his good intention to H.
- c) Be optimistic. It happens when S assumes H share the same wants as S and is willing to obtain those wants. For example, when S says, “*Wait a minute, you haven’t brushed your hair!*”, S assumes that H wants to look good as H is going to go somewhere, so S wants to help H brushing it.
- d) Include both S and H in the activity. It happens when S use ‘we’ or ‘us’ in S’s statement supposing that H can cooperate with S. For example, when S says, “*Let’s (us) stop for a bite!*”, S wants H to stop and eat together with S.
- e) Give (or ask) for reason. It happens when S gives reasons as to why S wants what S’s wants. Giving a reason also implies ‘I can help you’ or ‘you can help me’. For example, when S says, “*Why not lend me your cottage for the weekend?*”, it is an indirect suggestion for H to cooperate with S to lend S H’s cottage.
- f) Assume or assert reciprocity. It happens when S asks H to cooperate with S by giving evidence of reciprocal rights or obligations between S and H.

For example, when S says “I’ll do X for you, if you can do Y for me.”, S assumes that he or she soften the FTAs by doing FTA for each other.

3. Full fil H’s wants for some X. It happens when S give a gift, sympathy, or cooperation to H so that S satisfies H’s wants. For example, when S wants H to help him or her with S’s homework, S says, “*I have pizza for you, so can you help me do my homework?*”, S brings pizza because it is H’s favorite food, so S pleases H with her or his favorite things first before does the FTA.

2.4.3 Negative Politeness

This type of strategy is done when the speaker in some ways admits that he or she is imposing on the hearer as it demonstrates distance and wariness between hearers and speakers. Thus, it focuses on minimizing the imposition by attempting to soften it. There are five ways in doing negative politeness (Brown and Levinson, 1987: 129-210).

1. Be direct. In this strategy, S chooses to come directly to the point when S wants something, but still respect or assure not to disturb the freedom of H, such as being conventionally indirect.
2. Not presuming or assuming. In this strategy, S is carefully avoiding presuming or assuming that anything involved in the FTA is desired or believed by H. S prevent himself or herself to presume H’s wants. S can do this strategy by questioning using hedge. For example, when S says, “*Your’re quite right*”, S thinks H is partially true to a certain point.
3. Not coercing H. In this strategy, S give H option to not do a certain act. S minimizes the threat by clarifying S’s view of something. These are some

ways to avoid coercing H like being pessimistic, minimizing the imposition, giving deference, etc.

4. Communicating S's want to not impinge on H. In this strategy, S does not want to impinge on H because S is aware of H's negative face, e.g. apologizing, impersonalizing S and H, stating the FTA as general rule, nominalizing, etc.
5. Redressing other wants of H's. In this strategy, S offers partial compensation for the face threat in the FTA by redressing H's wants such as going on record as incurring a debt or as not indebting H. For example, when S says "*I'll never be able to repay you if you...*", S asks H to do act A but S does not want to indebt H. On the other hand, when S says, "*I'll be grateful if you would...*", S owes H when H does S's wants.

2.4.4 Off Record

In this strategy, the FTA is typically performed through the deployment of an indirect illocutionary act which needed interpretation because it is possible to attribute more than one clear intention. The speakers perform off record is to avoid the responsibility for his or her utterances. There are two strategies of doing off-record (Brown and Levinson, 1987: 211-226).

1. Inviting conversational implicature. It is done by giving hints, giving association rules, presupposing, understating, overstating, using tautologies, using contradiction, being ironic, using metaphor, and using rhetorical questions. For example, when S says, "*It's cold in here*", S wants H to close the window or to lend S H's jacket.

2. Being vague. It is done by violating the manner maxim, being ambiguous, over generalizing, displacing H, or being incomplete. For example, when S says, “*Looks like someone may have had too much to drink*”, S is saying something vague or under-statement.

2.5 Factors Influencing the Choice of Politeness Strategies

A speaker uses various strategies of politeness as they want to minimize threats or impositions. However, in choosing certain types of strategies, they are also influenced by other factors. Brown and Levinson (1987: 71-83) figured out two possible factors influencing the choice of strategies as follows.

2.5.1 The Payoffs: A Priori Consideration

Brown and Levinson (1987: 71-74) explained particular factors that influence speaker to choose certain politeness strategy. By going off record, a speaker can get credit for being tactful, non-coercive, and avoid responsibility for the face damage. By going on records, a speaker wants to obtain some advantages, that are, (1) to enlist public pressure against the hearer as he or she needs to support him/herself, (2) to avoid misunderstanding, and (3) to have the chance to pay pack in face whatever he potentially takes away by the FTA. By going positive politeness, a speaker considers the hearer from the same group as him or her so that he or she can avoid feeling a debt. Lastly, by going negative politeness, a speaker intends to pay respect, deference, to the hearer in return for the FTA, thereby the speaker can avoid incurring a future debt.

2.5.2 The Circumstances: Sociological Variables

Brown and Levinson argued that the degree of imposition of FTAs is influenced by three social factors (Brown and Levinson, 1987: 74): (1) The 'social distance' (D) of S and H, (2) The relative 'power' (P) of S and H, and (3) The absolute ranking (R) of impositions in the particular culture.

2.6 Political News Interview

News interview, talk shows, and debate are media of public politics where ideas of common good are discussed. Chilton in Satander (2013: 21) argued that political news interview is a type of political discourse which belongs to informative speech. This occasion can be done to significantly spread political messages to public. In this type of interview, interviewer holds an authority of the interview. Thus, interviewer has the power to initiate and change the topic (Chilton in Satander, 2013: 22). However, the interviewee can also intervene the continuing discourse to defend his or her position.

In this research, the researcher analyzes the use of Brown and Levinson's politeness strategy in a political interview of Fergal Keane and *Aung Suu Kyi* in BBC News Interview to see how Fergal Keane used the strategies to obtain the information he wants. It is also done to see how *Suu Kyi* also wanted to show her image that she wants to show to public. Therefore, both of them asked and answered carefully in the next chapter.

CHAPTER III

RESEARCH METHOD

3. 1 Type of Research

Neville (2007: 2) states that a descriptive research is used to identify and classify the elements or characteristics of the subject. In addition, Creswell (1994: 23) says that qualitative research takes place in the natural setting and is based on the interpretation of the researcher. This is a descriptive qualitative research since the writer aims to describe the politeness strategies used by Fergal Keane in his interview and explain the influencing factors based on her interpretation from the context.

3.2 Data, Population, Sample and Sampling Technique

The data of this study are the utterances of BBC News interview between Fergal Keane and *Aung Suu Kyi* taken from <http://www.bbc.com/news/world-asia-41170570> as data source. The population is Fergal Keane's utterances in his interview, while the sample of this study is chosen by using purposive sampling technique to select only the utterances containing the realization of politeness strategy.

3.3 Method of Collecting Data

The data were collected by using non-participatory observation because the writer is not directly involved in the interview as she only observes the interview video (Mills, 2010: 609). While observing the video, she consequently takes some notes to transcript the spoken utterances.

In obtaining the data, the writer downloaded the BBC News interview video from <http://www.bbc.com/news/world-asia-41170570> and observed the video while she was watching it. As she observed the interview, she also transcribed the utterances into the written data, as orthographic transcription. After obtaining the written data, the writer classified Keane's utterances into two groups. The first group contains the data of politeness strategy, while the second group contains the data of non-politeness strategy. Lastly, the utterances containing politeness strategy were identified and interpreted.

3.4 Method of Analyzing Data

The data were analyzed by using pragmatic and identity methods (Sudaryanto, 1993: 13-15). The first method is used because, in politeness strategy, linguistic aspect is not the only one involved in the analysis, but also the context of the text which is important as a linguistic aspect. It is because in analyzing the data, the researcher also gives interpretation of the data based on the context. Thus, the function of the text is figured out completely. The context of the interview that is used by the researcher in analyzing the data is that Keane

wants to know what is actually happening in Rakhine and he why *Suu Kyi* as a leader does not do any initiative action to stop the fighting.

Meanwhile, the second method is used because this study analyzes the data by using the aspects of linguistics. In this case, the politeness strategy is a linguistic aspect that is employed in this study. By using politeness strategy theory of Brown and Levinson, the researcher is able to identify the data and classify them based on the aspect. The following is the procedure of analyzing the data.

1. Download the video from <http://www.bbc.com/news/world-asia-41170570>.
2. Watch the video and transcribes the conversation into the written data.
3. Observe the data and identifies the data which utterances that contain politeness strategy based on politeness strategy theory of Brown and Levinson (1987).
4. Classify the data into politeness strategy groups.
5. Interpret the data based on the context to figure out the influencing factor of the choice of strategy.

CHAPTER IV

DISCUSSION

This chapter discusses the findings and the data analysis of politeness strategies used by Fergal Keane in his interview with *Aung Suu Kyi* based on Brown and Levinson's (1987) theory of Politeness Strategies along with the factors of the strategy choice. The writer found that Fergal Keane mostly threatens the positive face of *Aung Suu Kyi* in doing the interview and he also uses all of the strategies, e.g. Bald On Record, Positive Politeness, Negative Politeness, and Off Record. As for the influencing factors of the strategy choice, it is found that social distance (D) and relative power (P) are the most influencing factors.

4.1 Kinds of FTA(s) Found in the Data

When someone utters something, there is a possibility of his or her utterance become a threat or have an imposition to hearer. As Brown and Levinson state that someone's utterance might threaten both negative and positive face of hearer. This phenomenon can also happen in an interview since an interviewer needs to ask divisive topics to the interviewee and criticize him or her.

This situation also occurred when Fergal Keane as BBC News reporter interviewed the Leader of Democratic Party of Myanmar, *Aung Suu Kyi*. The writer found 17 utterances containing FTAs in which 12 of the utterances threatened the positive face of the hearer as it is shown in the following table.

Table 1 . Kinds of Positive FTA

No	Kinds of Positive FTA	Frequency
1.	Criticism	2
2.	Bad News of Hearer	4
3.	Challenge	2
4.	Raising Sensitive Topic	2
5.	Disapproval or Disagreement	2
	Total	12

From the table above, the writer found out that delivering bad news from hearer is mostly used in threatening the positive face because it is better for him to state the facts of *Suu Kyi* rather than opinion when he wants to seek for the information. The following explanation shows the use of positive FTAs.

Extract 1

You don't control the army, you don't control the security forces and when fighting breaks out, they are free to do what they have already done, rape, pillage and tortures.

On Extract 1, Fergal Keane clearly criticizes *Suu Kyi's* action on Rohingya's issue. He criticizes *Suu Kyi* based on the facts that he knows. As a Nobel Peace Prize, *Suu Kyi* does not take any positive action toward the human right crisis happened to Rohingya. He is dissappointed with her action so he says negative statements about her that is obviously embarrassed *Suu Kyi's* face because as a

leader in the country she is actually capable to take certain action that can stop the fighting in Rakhine.

Extract 2

Many people including those who would be sympathetic to you look at the situation, and say why have you not spoken out? There's an icon of human rights.

In Extract 2, Fergal Keane tells *Suu Kyi* about common people negative opinion of her because of her action. Many of them feel dissatisfied with her and condemn her to do significant action toward Rohingya's issue. As Brown and Levinson (1987: 66) explained that when a speaker delivers bad news about the hearer, it threatens the positive face of the hearer.

Extract 3

Would you appeal to those tens of thousands who have fled the country into refugee camps in Bangladesh to come back? And would you tell them that they could be safe if they do?

In Extract 3, it is shown that Fergal Keane challenges *Suu Kyi* to do something. He asks her whether she dares to appeal or ask to the refugees to come back to the country. Keane wonders for the reasons why she does not ask to the refugees to come back even though she actually has power to do that. He assumes that there is a reason for why she does not want to appeal and ask to the refugees at the first place. Therefore, Keane challenges her to that and the challenge might impose the hearer's face.

Extract 4

Do you ever worry that you will be remembered as the champion of human rights the Nobel Laureate who failed to stand up to ethnic cleansing in their own country?

In Extract 4, it can be seen that Fergal Keane asks a sensitive topic about her failure as an icon of human rights as she will be ashamed if she fails to protect the human rights. She still believes that she has not given up to handle Rohingya. Although, many people had already blamed her for what happened to Rohingya. It shows that when a speaker brings a sensitive topic up, the positive face of the hearer has lost.

Extract 5

Aung Suu Kyi: No. because I didn't think there is ethnic cleansing going on. I think ethnic cleansing is too strong an expression to case for what is happening.

Fergal Kean : It is what I think. I saw, I have to say.

In Extract 5, Fergal Keane does not agree with *Suu Kyi* who says what happened to Rohingya is not ethnic cleansing by saying, "*It is what I think. I saw, I have to say.*", he does not have the same opinion with *Aung Suu Kyi*. In Extract 5, it is shown that Keane believes that it is an ethnic cleansing. His action to disagree with *Suu Kyi* threatens her positive face as it puts her in the corner.

4.2 Strategies Used by the Speaker

When he performed FTAs, Fergal Keane uses politeness strategies in order to lessen the imposition to the hearer. In order mitigate the FTAs, he employs 26 politeness strategies in the interview as it is shown in the following table.

Table 2. Kinds of Politeness Strategies Used by the Speaker

No.	Strategies Used by the Speaker	Frequency
1.	Bald on Record	7
2.	Positive Politeness Strategy:	
	a. Presuppose Common Ground	2
	b. Give or Ask for Reasons	1
	c. Intensify Interest to Hearer	1
	d. Assert or Presuppose Speaker's Knowledge of and Concern for H's Wants	2
	e. Be Optimistic	1
3.	Negative Politeness Strategy:	
	a. Be Conventionally Indirect	7
	b. Be Pessimistic	1
	c. Impersonalize Speaker and Hearer	1
	e. Use Questions and Hedges	1
4.	Off Record:	
	a. Use Contradiction	1
	b. Be vague	1
	Total	26

From the table above, it shows that Fergal Keane as the interviewer tends to use negative politeness strategy in performing FTAs because he pays his attention to his interviewee's feeling, the Leader of Democratic Party of Myanmar, when he performed FTAs. Off record becomes the least used strategy because he only uses it when he wants to let the hearer interpret his FTAs herself. The explanation of politeness strategies used in the interview can be obtained in the following sub points.

4.2.1 Bald on Record

Bald on record is a strategy to do the FTAs with most direct and unambiguous way. The speaker does not attempt to minimize the threat to the hearer's face or the speaker wants to do the FTA with maximum efficiency. Bald on record is usually used when the speaker and hearer have a close relationship (D). In this case, bald on record strategy occurred because the speaker is an interviewer who has the authority of the interview.

As the interviewer, Fergal Keane does not fear to ask or say things directly to the hearer as he wants to show his disagreement with *Suu Kyi*'s opinion and action. Therefore, while interviewing *Aung Suu Kyi*, he blatantly says the facts and disagreements that make the hearer lose her face. It can be seen from the following analysis.

Example 1. Context: Last year, *Suu Kyi* achieved the liberation movement in Myanmar and she thinks that it is her achievement. But at that moment, actually there is fighting in the Rakhine involving *Rohingnya*. The fighting is all about ethnic cleansing of minority group and as a leader in the country she has done nothing to stop the fighting.

Fergal Keane : You mentioned the peace process, and you felt proud that it was an achievement last year, but right at this moment you have some of the most bitter fighting taking place on the borders of this country with ethnic groups?

Aung Suu Kyi : but Fergal, you work for peace particularly because there is fighting. If there were no fighting, there would be no need for us to work for peace. If there were no fighting at all, if all this settles down that means the peace process is over. Now, I did at the beginning that we are not there yet.

Fergal Keane : *You don't control the army, you don't control the security forces and when fighting breaks out, there are free to do what they have already done, rape, pillage and tortures.*

Fergal Keane uses Bald on Record because he does not attempt to minimize the FTA. He directly speaks out the criticisms from the facts of his hearer's action toward the ethnic cleansing issue which inevitably threatens the hearer's face. Keane's utterances are also the counterattack of *Suu Kyi's* statement "*Now, I did at the beginning that we are not there yet.*" He says that the reason for the peace process is not over yet is because she does not control the army and the security forces.

Example 2. Context: *Rohingnya's* issue becomes international concern especially because *Suu Kyi* who at that moment is a leader in the country and also the Nobel Peace Prize has not done anything to solve the problem. Therefore, it attracts people attention and becomes the latest news in the world. Many of international figures want *Suu Kyi* to do something about that issue.

Fergal Keane : Can I come to the issue which has caused mostly International concern and which has led to a real turn about in the way you are perceived internationally, and you are aware of this. You have seen newspaper headlines. You've seen he comments from international figures condemning how you have handled the issue of the *Rohingnya* muslims.

Aung Suu Kyi : What exactly is that they are condemning?

Fergal Keane : *They want you to let a UN fact finding mission into Rakhine state.*

Fergal Keane directly says his FTA in bald on record in order to maximize the efficiency in the conversation as he wants to tell *Suu Kyi* that many people want to end the issue. They want *Suu Kyi* to let people come to see directly what happen to Rohingya. He performs the FTA in imperative way. He wants her to understand his wants, even though his wants imposed *Suu Kyi* at that time.

Example 3. Context: Fergal Keane believes that people have already been disappointed at her. As a Nobel Peace of Prize, she does not cope to ethnic cleansing issue in her own country. She has not taken any initiative acts to stop the fighting.

Fergal Keane : Do you ever worry that you will be remembered as the champion of human rights the Nobel Laureate who failed to stand up to ethnic cleansing in their own country?

Aung Suu Kyi : No. because I didn't think there is ethnic cleansing going on. I think ethnic cleansing is too strong an expression to case for what is happening.

Fergal Keane : *It is what I think. I saw, I have to say.*

Fergal Keane goes bald on record by saying his disagreement without any redressive action. He is not afraid of his hearer non-cooperative response or retaliation because as the interviewer he has power in the interview to say the facts. However, his disagreement threatens *Suu Kyi*'s positive face.

Example 4. Context: In the past, people expected *Suu Kyi* as Mahatma Gandhi and Mother Teresa because she fought for democracy and human rights with her non-violent struggle in Myanmar. However, after the crisis in Rakhine happens, it seems like she does not stand up to the human rights for *Rohingya*.

Fergal Keane : Do you think people in the west misjudged you or mischaracterized you or misunderstood you and expecting you to be this sort of amalgam of Mahatma Gandhi and Mother Teresa, for example, and actually may be your closer and your determination and steadiness to someone like Margaret Thatcher?

- Aung Suu Kyi : Well, no, I am just a politician. I am not quite like Margaret Thatcher, no. But on the other hand, I am no Mother Teresa either. I have never that I was. Mahatma Gandhi was very astute politician.
- Fergal Keane : He did put his own life at risk and ultimately tragically his life to protect his own minority Muslims population, *was that an example you would not be tempted to follow?*
- Aung Suu Kyi : I didn't think putting one's life at risk is a particular example that I would like to follow. I would like to think we could live up to his high principles.

Fergal Keane gives his advice to *Suu Kyi* when he thinks that Mahatma Gandhi is a good politician who should be followed. His braveness in protecting his minority group can be followed. Keane's utterances are considered as bald on record because he expresses his advice by using direct expression. He suggests *Suu Kyi* to follow those people who had sacrificed themselves to stand up to human rights since he presumes that *Suu Kyi* is reluctant to follow their steps. Then, in her next utterances, his assumption comes out to be true that she does not want to make those people as her role models.

Keane's utterances are delivered without redressive action by using Bald on Record with the intention to not minimize the FTAs as in Example 1 and 4. Another reason using Bald on Record is to maximize the efficiency of his utterances in the conversation as reflected in Example 2 and 3. He directly and blatantly says things he wants to say to the hearer.

It shows that Keane as the interviewer uses bald on record when he states the facts of her and his disagreements with his interviewee's opinion. It means

that in this political interview, the interviewer has the possibility to use bald on record strategy although the hearer has a higher power than him

4.2.2 Positive Politeness

This strategy is used to satisfy positive face of the hearer. When the speaker says something, it can potentially damage the hearer's face. Therefore, the speaker uses redressive action when he does the FTAs and minimized the FTAs.

When the speaker wants to use positive politeness strategy, he attempts to emphasize that the speaker and the hearer are cooperators who share common knowledge of liberation of movement. Thus, he shows it by using sub strategies of positive politeness, that are presupposing common ground, giving or asking for reasons, intensifying interest to hearer, asserting or presupposing speaker's knowledge of and concern for hearer's wants, and being optimistic. The use of the strategies is explained in the following analysis.

a. Presuppose Common Ground

It concerns with the speaker's interest that is similar with the hearer's. Besides that, the speaker also considers that the hearer has the same knowledge with the speaker. This sub-strategy is found in the following analysis.

Example 1. Context: Southern Africa faced the liberation of apartheid. The similar moment also happens in Myanmar that is liberation movement. Keane as a journalist was in the war zone to report what happened in Southern Africa.

FergalKeane :*In terms of change in the lives of ordinary people, one of things that has happened as in South Africa, is there a massive disappointment when liberation movement comes to power?*

Keane states South Africa as a country that experiences a fight of liberation which is similar to what is happening in Myanmar. He mentions that because he understands the process of liberation movement and he wants to show to the hearer that he has the same knowledge with *Suu Kyi* about the liberation movement. It makes him easy to ask about what is happening in Myanmar. Thus, the following FTA that he gives is minimized as Keane does not directly ask about the issue.

b. Intensify Interest to Hearer

It happens when the speaker tries to increase the hearer's interest. By making an interesting story or switching back from the past to present to make the hearer feels closer to the speaker. The following example explains the use of this strategy.

Example 1. Actually people want to know what is exactly happening in Rakhine and *Rohingnya*. Because *Suu Kyi* keeps silent and avoid the topics when she is being asked, but she always mentions about the peace process and liberation movement in her country.

Aung Suu Kyi : Well, that is their perception, but have they considered the fact that one of the first thing we did after took over the administration was to go through the national verification process to give citizenship to all those who were entitled to it. And we started doing this and engaging in other development activities to try to bring about stability and harmony. A lot of the people in the Rakhine state are due to the fact that resources are limited, and both communities are anxious about how their lives are going to pan out. In October, there totally unexpected attacks on police out posts for no reason, we could think of because we had started the citizenship verification process, the process of bringing people back from the lop camps, and resettle them. but the whole thing went away because these attacks took place. We had known idea why these attacks took place. But a lot of people prefer to ignore the fact that these had happened at all. Why?

Fergal Keane : *I have been there, on the ground, on a number of occasions, and interviewed people. And I would say I am someone who recognize ethnic hatred and not ethnic cleansing. When I see it, after Rwanda and the Balkans may be the attacks took place because there is a rising of frustration and that has fed into hands of the militants.*

Keane communicates with *Suu Kyi* by telling her a good story. The story is about his experience as a journalist in South Africa. Keane's utterance might threaten *Suu Kyi*'s face since he answers a question that cannot be answered by *Suu Kyi*. However, Keane answers it implicitly through his story so the FTA is able to be minimized.

c. Give or Ask for Reasons

It happens when the speaker uses the word "why" to ask for reasons from the hearer about her cooperation to the speaker's wants. The following analysis explains the use of asking for reason strategy.

Example 1. Context: After the issue arose, *Suu Kyi* has not given any explanation about her action towards *Rohingnya*'s issue. She always avoids to give explanation about the issue.

Fergal Keane : Many many people including those who would be sympathetic to you look at the situation, and say *why have you not spoken out?*
Here is an icon of human rights?

Keane has the word "why" in his utterance, an expression of asking for reasons. Even though he has already minimized the FTA by using this strategy, it still damages the hearer's face since it shows that he assumes *Suu Kyi* is a leader who ignores the problem that happens to *Rohingnya*.

d. Assert or Presuppose Speaker's Knowledge of and Concern for Hearer's Wants

It happens when the speaker wants to show his concern for the hearer's wants. The speaker might give a help to the hearer to achieve his wants by putting some pressure on the hearer to cooperate with him. The following analysis shows the use of this strategy.

Example 1. Context: A change of constitution into democratic country is happening in Myanmar. *Suu Kyi* is one of people who supports the process of the change and makes the change happens.

Fergal Keane : Do you worry that people who do not want you to change the constitution, who are embedded in the military, embedded in the intelligence are going to target you and the people around you?

Keane shows his concern for *Suu Kyi*'s situation which is not easy to make Myanmar becomes a democratic country. He knows her wants is to change the constitution of the country, but actually he wants to know whether there is anyone targets her for the changing of the constitution. He performs his FTA and tries to lessen it by showing his concern. This strategy is classified as positive politeness strategy because the speaker still shows his positive interest to the hearer.

e. Be Optimistic

It happens when the speaker assumes that the hearer has the same wants with the speaker. It can be seen in the following analysis.

Example 1. Context: *Suu Kyi* compares the liberation of movement in South Africa and Myanmar. She thinks that the liberation cannot be achieved by only one person, it needs a whole people of the country. It needed a long time. However, the fighting in the Rakhine actually has happened for a long time also, but it has not stopped until now.

Aung Suu Kyi : Fergal, you were in South Africa, and you did manage to end apartheid that, didn't you? Not you, but the South Africans.

Fergal Keane : *Are we talking about months or years?*

Aung Suu Kyi : We hope that it will not be more than a few years. That's what we're aiming at.

As Keane asks about how long the peaceful process will take place, he assumes that *Suu Kyi* wants the fight to end soon. Therefore, he says "...*about months or years?*", his question shows that he also wants to ask her to end the war soon. Thus, he minimizes the FTA by being optimistic that *Suu Kyi* also wants the war to end soon.

4.2.3. Negative Politeness

It is a politeness strategy that indicating a distance between the speaker and the hearer. It shows how the speaker gives deference when he speaks to the hearer. It can be because of the hearer has a higher power than the speaker and the speaker does not have a close relationship with the hearer. Thus, the speaker focuses on minimizing the FTAs. In the data, the speaker found 10 utterances containing negative politeness along with four sub-strategies, being conventionally indirect, being pessimistic, impersonalizing speaker and hearer, and using question and hedge.

a. Be Conventionally Indirect

It happens when the speaker chooses to be direct to the hearer when he performs the FTA, but the speaker still gives deference to the hearer by giving her freedom of action. It demonstrates by using the word "would" and "can". It can be seen in the following analysis.

Example 1. Context: After the problems of *Rohingnya* arises and *Suu Kyi* has not done anything to stop the fighting, she becomes the attention of the people. Many people criticize her and many newspapers write news about her. She won a Noble Peace Prize but she cannot stand up to this human right's problem.

Fergal Keane :*Can I come to the issue which has caused mostly International concern and which has led to a real turn about in the way you are perceived internationally?* and you are aware of this. You have seen newspaper headlines. You've seen the comments from international figures condemning how you have handled the issue of the *Rohingnya* muslims.

Keane wants to ask something, but he thinks that his question is going to impose *Suu Kyi*'s face. Moreover, he thinks that *Suu Kyi* has a higher power than him. Thus, to lessen his imposition he uses an indirect expression as expressed in "*Can I come...?*", through the expression, it can be seen that he implicitly asks her permission to discuss the topic of how she handling the *Rohingnya*'s issue.

Example 2. Context: As a leader in the country, *Suu Kyi* actually has power to protect *Rohingnya* but she does nothing until the people decide to flee from the country to the Bangladesh and other countries.

Fergal Keane :*Would you be happy? Would you appeal to those tens of thousands who have fled the country into refugee camps in Bangladesh to come back? And would you tell them that they could be safe if they do?*

Keane wants to know *Suu Kyi*'s feeling and ask her to do something. He uses the word "would" in every question he asks. He uses it because he probably thinks that he cannot order *Suu Kyi* directly and he still needs to show his respect to her even when he gives her command since she has a higher power than him as a politician. Therefore, he uses the word 'would' not merely to ask her whether she will do something or not, but he commands her to do something, appealing and asking, because she has power to do that.

b. Be Pessimistic

It happens when the speaker shows his pessimism that the hearer will do what the speaker's wants. Thus, the speaker uses his pessimistic voice to show his doubt and lessens the FTA when he asks the hearer to do some acts. It can be seen in the following analysis.

Example 1. Context: After the conflict in Rakhine arose, *Suu Kyi* has not let anyone including international agencies in to see the situation except for one person, doctor Kaffi Annan. He was invited by *Suu Kyi* to see the situation, but it is in the past.

Fergal Keane : *Wouldn't the wisest thing to do to clear up all of this? Would be allow an international fact finding mission there? To allow international agencies in?*

Keane's pessimistic strategy is shown when he says, "*Would not ...?*", he shows his pessimism that *Suu Kyi* is willing to allow an international fact finding mission there and clear up all of the issue. Thus, he minimizes the FTA by doubtfully asking his wants in order to give freedom of action to the hearer.

c. Impersonalize Speaker and Hearer

It happens when the speaker avoids to use the pronoun "I" and "you" to lessen the imposition. He changes it by not mentioning the hearer. It is shown in the following analysis.

Example 1. Context: It has been a long time for her fellow Noble Laureates criticizing *Suu Kyi*'s action in handling *Rohingnya*'s issue.

Fergal Keane : Well, let me quote to you what your fellow Noble Laureates have said, despite repeated appeals to DASSK. *We are frustrated that she has not taken any initiative to ensure full and responsibility to lead with courage, humanity and compassion.*

Keane does not use “I” and “You” as he delivers bad news of the hearer. He does not want to mention who says it either. Furthermore, to lessen the imposition, he changes the pronoun “you” to “she” and does not mention the hearer’s name so that the hearer still has her freedom of action.

d. Use Questions and Hedges

This strategy is used by modifying the utterance as it might threaten the hearer’s face. The following analysis shows the use of using hedge.

Example 1. Context: In the past, people thought that *Suu Kyi* was like Mahatma Gandhi and Mother Teresa because she fought for democracy and human rights with her non-violent struggle in Myanmar. However, after the crisis in Rakhine happens, it seems like she does not stand up to the human rights for *Rohingya*.

Fergal Keane : Do you think people in the west misjudged you or mischaracterized you or misunderstood you and expecting you to be this *sort of* amalgam of Mahatma Gandhi and Mother Teresa, for example, and actually *may be* your closer and your determination and steadiness to someone like Margaret Thatcher?

Keane uses two hedge expressions, “sort of” and “may be”. The hedges, “sort of” and “may be”, are used because he wants to say that people misunderstood her that she is not like Mahatma Gandhi, Madam Teresa, or Margaret Thatcher. However, he tries to not impose *Suu Kyi*’s face so he uses the hedges.

4.2.4 Off Record

This strategy is used by the speaker to mitigate the FTAs by using indirect illocutionary acts and let the hearer interprets them. Thus, he attempts to avoid the

responsibility for his utterances. There are two sub strategies used by the speaker, using contradiction and being vague. The analysis can be seen below.

a. Use Contradiction

In this sub strategy, the speaker says two things that contradicted each other and lets the hearer interpret what the speaker means. There is one utterance that expressed this strategy. Keane uses this strategy as in the following.

Example 1. Context: *Suu Kyi* works for liberation of movement in Myanmar. She works for peace process and human rights in Myanmar. Still there is fighting on the borders of the country, but it seems like she has not taken any initiative action to stop the fighting.

Fergal Keane : You mentioned the peace process, and you felt proud that it was an achievement last year, but right at this moment you have some of the most bitter fighting taking place on the borders of this country with ethnic groups.

Keane mentions two contradicted statements, (1) the statement about the hearer who feels proud to bring the peace process as her achievement, and (2) the statement about the fighting on the borders of the country that is still happening. It means that Keane wants to let *Suu Kyi* think that she has not achieved her goals yet, so she should not feel proud about it. Nonetheless, the utterance's meaning is still based on how the hearer interprets it.

b. Be Vague

In this strategy, the speaker might be being vague of the object in his FTA and let the hearer interpret it herself. It can be seen in the following analysis.

Example 1. Context: Many people concern with the issue of *Rohingnya* since it becomes one of human rights issue that is mostly discussing in the society. They are still wondering why *Suu Kyi* does nothing as an icon of human rights.

Fergal Keane : Many many people including those who would be sympathetic to you look at the situation, and say why have you not spoken out? *Here is an icon of human rights?*

Keane uses off record without mentioning who the person is. He omits the name because he wants to criticize the hearer's action, but at the same time he does not want to be the one who is criticizing her. As he does not want to take responsibility if his utterance damaged the hearer's face, he uses the off record strategy.

4.3 The Factors Influencing the Choice of Politeness Strategies

4.3.1 A Priori Consideration

The speaker's consideration before deciding to do FTAs becomes the factor influencing the strategies choice. In the interview, the most frequent strategy that is used is negative politeness strategy with 10 occurrences in the data (see Table 2). The speaker's consideration to use is that the speaker intends to give deference to the hearer in return for the FTAs because the hearer is a politician, a leader of National League for Democracy in Myanmar, who has a higher power than him. The second mostly used strategy is positive politeness and bald on record with 7 occurrences in the data (see Table 2). The speaker uses positive politeness because he feels that the speaker and the hearer have the certain common knowledge that is both of them know about liberation of

movement. Thus, it makes him feel close with the hearer since they understand the certain topics. As for bald on record, the speaker still does it because he tries to avoid misunderstanding as he only says the facts of her. Besides that, he tries to put some pressure on the hearer so that she can cooperate with him. However, she mostly does not cooperate with him because she wants to avoid the certain topics. Lastly, off record strategy, he uses it because he wants to let the hearer interpret his utterances by herself so that he does not have to take the responsibility for his FTAs.

4.3.2 The Sociological Variables

There are three social variables that influence the use of politeness strategies, those are the social distance (D), relative power (P) and the rank of imposition (R). However, only social distance and relative power significantly influence the speaker in choosing the strategies.

Social Distance (D) means the closeness or the familiarity between the speaker and the hearer. In the analysis, the speaker and the hearer do not have any relationship and barely know each other. Thus, the writer concludes that the social distance between the speaker and the hearer is high, which means that they are not close to each other. Consequently, the speaker most frequently uses negative politeness strategy than other strategies in the interview. However, because Keane finds similarity with the hearer, that is both of them understand liberation process, it also influences the speaker to use positive politeness strategy.

Relative power (P) means the status. The hearer has a higher power than the speaker. She is a politician, a leader of National League for Democratic Myanmar. Thus, Keane mostly uses negative politeness strategy since the hearer has a higher power than him so he tries to minimize the FTAs. Nevertheless, as an interviewer, the speaker also holds an authority to say the facts of her. It is shown by the high occurrences of bald on record strategy. He uses bald on record strategy when he states her wrong acts in handling *Rohingnya* issue.

Rank of imposition (R) means degree of imposition for the hearer. High rank of imposition occurs when the speaker attempts to impose the positive face of the hearer such as criticizing, saying bad news of hearer, raising sensitive topic, challenging, etc. In the analysis, it is found that all of kinds of politeness strategies can be used to perform the FTAs. Usually when people are not familiar with each other and not in the same status or power, they will use negative politeness if the imposition is in the high rank, but not in this interview. Therefore, the rank of imposition (R) does not necessarily influence the strategy choice.

CHAPTER V

CONCLUSION

After analyzing the use of politeness strategies (Brown and Levinson: 1987) along with the factor of strategy choices on BBC News Interview of Fergal Keane and *Aung Suu Kyi*. In the previous chapter, the writer found that the speaker, Keane, mostly imposes *Suu Kyi*'s positive face by criticizing, delivering bad news, challenging, disapproving, and raising sensitive topic. However, he chooses to say the FTAs blatantly or minimize the FTAs when he does not want to impose the hearer's face. It turns out that all kinds of Brown and Levinson's (1987) politeness strategy, Bald on Record, Positive politeness, Negative Politeness, and Off Record, are used by Keane in his interview.

Keane employs bald on record because he wants to avoid misunderstanding with the hearer so he states the facts of her. He uses positive politeness because he considers himself sharing the common knowledge, that is liberation movement and peace process. In this way, it helps Keane to feel closer to her so that he can also show his concerns for her. Keane also uses positive politeness such as presupposing common ground, asking for reason, intensifying interest to hearer, asserting or presupposing speaker's knowledge of and concern for H's wants, and being optimistic. Above all, negative politeness, being conventionally indirect, being pessimistic, impersonalizing speaker and hearer, and using questions and hedges, is mostly used by him because *Suu Kyi* has a

higher power than him and he is not familiar with her so he tries to give deference to her. Lastly, off record is used by Keane because he wants to let the hearer interpret his utterances by herself so that he does not have to take the responsibility for his FTAs.

There are two factors significantly influencing Keane's strategy choice, those are social distance (D) and relative power (P). Social distance influences the use of negative politeness and positive politeness. It influences the negative politeness because *Keane and Suu Kyi* do not have close relationship so he lessens the FTAs by giving deference. It also influences the use of positive politeness because when Keane does the FTAs, he minimizes them by showing his concern and understanding for the hearer. Meanwhile, relative power influences the use of negative politeness and bald on record. For negative politeness, it is because *Suu Kyi* has a higher power than him as a politician. As for bald on record, he uses this strategy when he criticizes *Suu Kyi's* wrong acts based on the facts. On the other hand, the rank of imposition (R) does not necessarily influence the strategy choice because Keane uses any politeness strategy to perform high rank FTAs that impose the positive face of the hearer such as criticism, disagreements, and telling bad news of hearer.

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APPENDIX

Table 1. Bald On Record

Bald On Record	
1.	You don't control the army, you don't control the security forces, and when fighting breaks out, they are free to do what they have already done, rape, pillage, and tortures.
2.	They want you to let a UN fact finding mission into Rakhine state.
3.	It is what I think.
4.	I saw, I have to say.
5.	Was that an example you would not be tempted to follow?
6.	What have you done to make their lives better?
7.	Basically, they are saying you have failed the test of humanity.

Table 2. Positive Politeness

Presuppose Common Ground	
1.	In terms of change in the lives of ordinary people, one of things that has happened as in South Africa, is there a massive disappointment when liberation movement comes to power?
2.	You have seen newspaper headlines. You've seen the comments from international figures condemning how you have handled the issue of the rohingya muslims.

Give or Ask for Reasons	
1.	Many many people including those who would be sympathetic to you look as the situation and say why have you not spoken out?

Intensify Interest to Hearer	
1.	I have been there, on the ground, on a number of occasions, and interviewed people. And I would say I am someone who recognize ethnic hatred and not ethnic cleansing. When I see it, after Rwanda and the Balkans may be the attacks took place because there is a rising of frustration and that has fed into hands of the militants.

Assert or Presuppose Speaker's Knowledge of and Concern for H's Wants	
1.	Do you ever worry that you will be remembered as the champion of human rights, the Nobel Laureate, who failed to stand up to ethnic cleansing in their own country?
2.	Do you worry that people who do not want you to change the constitution, who are embedded in the military, embedded in the intelligence are going to target you and the people around you?

Being Optimistic	
1.	Are we talking about months or years?

Table 3. Negative Politeness

Being Conventionally Indirect	
1.	Can I come to the issue which has caused mostly international concern and which has led to a real turn about in the way you are perceived internationally and you aware of this?
2.	Would be allowed an international fact finding mission there? To allow international agencies in.
3.	Would you appeal to those tens of thousands who have fled the country into refugee camps in Bangladesh to come back?
4.	And would you tell them that they could be safe if they do?
5.	One last question. What would stop you now going to Rakhine state and talking to all communities and appealing for peace on the ground yourself?
6.	Would you be happy?

7.	And you will welcome them back?
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Being Pessimistic	
1.	Wouldn't the wisest thing to do to clear up all of this?

Impersonalizing Speaker and Hearer	
1.	We are frustrated that she has not taken any initiative to ensure full and responsibility to lead with courage, humanity, and compassion.

Using Questions and Hedges	
1.	Do you think people in the west misjudged you or mischaracterized you or misunderstood you and expecting you to be this sort of amalgam of Mahatma Gandhi and Mother Teresa, for example, and actually may be your closer and your determination and steadiness to someone like Margaret Thatcher?

Table 4. Off Record

Using Contradiction	
1.	You mentioned the peace process, and you felt proud that it was an achievement last year, but right at this moment you have some of the most bitter fighting taking place on the borders of this country with ethnic groups.

Being Ambiguous	
1.	Here is an icon of human right.

Table 5. Kinds of FTAs Threat Positive Face of the Hearer

Criticism	
1.	You mentioned the peace process, and you felt proud that it was an achievement last year, but right at this moment you have some of the most bitter fighting taking place on the borders of this country with ethnic groups?
2.	You don't control the army, you don't control the security forces and when fighting breaks out, there are free to do what they have already done, rape, pillage and tortures.

Bad News of the Hearer	
1.	Can I come to the issue which has caused mostly international concern and which has led to a real turn about in the way you are perceived internationally, and you are aware of this. You have seen newspaper headlines. You've seen the comments from international figures condemning how you have handled the issue of the Rohingya Muslims.
2.	Many many people including those who would be sympathetic to you look at the situation, and say why have you not spoken out? Here is an icon of human rights?
3.	Well, let me quote to you what your fellow Noble Laureates have said, despite repeated appeals to DASSK. We are frustrated that she has not taken any initiative to ensure full and responsibility to lead with courage, humanity and compassion. Basically, they are saying you have failed the test of humanity.
4.	Do you think people in the west misjudged you or mischaracterized you or misunderstood you and expecting you to be this sort of amalgam of Mahatma Gandhi and Mother Teresa, for example, and actually may be your closer and your determination and steadiness to someone like Margaret Thatcher?

Challenging	
1.	Would you be happy? would you appeal to those tens of thousands who have fled the country into refugee camps in Bangladesh to come back? And would you tell them that they could be safe if they do?
2.	One last question. What would stop you now going to Rakhine state and talking to all communities and appealing for peace on the ground yourself?

Talking about Sensitive Topic	
1.	Do you ever worry that you will be remembered as the champion of human rights the Nobel Laureate who failed to stand up to ethnic cleansing in their own country?
2.	Do you worry that people who do not want you to change the constitution, who are embedded in the military, embedded in the intelligence are going to target you and the people around you?

Disagreement or Disapproval	
1.	It is what I think. I saw, I have to say.
2.	He did put his own life at risk and ultimately tragically his life to protect his own minority Muslims population, was that an example you would not be tempted to follow?

Table 6 . Kinds of FTAs Threat Negative Face of the Hearer

Requests	
1.	is there a massive disappointment when liberation movement comes to power? What have you done to make their lives better?
2.	And you will welcome them back?
3.	Are we talking about months or years?

Reminding	
1.	They want you to let a UN fact finding mission into Rakhine state.

Advices	
1	I have been there, on the ground, on a number of occasions, and interviewed people. And I would say I am someone who recognize ethnic hatred and not ethnic cleansing. When I see it, after Rwanda and the Balkans may be the attacks took place because there is a rising of frustration and that has fed into hands of the militants.