

Politeness Principle Maxims Found in the Podcast entitled:

“MARK of NCT 127 Never Stops Talking, Can Anyone 'Fact Check' This Convo?! Daebak Show S3 Ep.15”

¹Gabriella Valentina, ²Sri Mulatsih

^{1,2}Universitas Dian Nuswantoro, Semarang
(311202102376@mhs.dinus.ac.id)

Abstract. Communicating using polite language is one of the important things used in daily communication. It is important to behave and speak well in accordance with the rules applied in the community. This is necessary in order to reach a proper communication that pleases all parties involved. Therefore, this study was intended to find out types of the politeness principle maxims used in the Podcast with title: “MARK of NCT 127 Never Stops Talking, Can Anyone 'Fact Check' This Convo?! Daebak Show S3 Ep.15” The researcher used a qualitative method while the data was analyzed descriptively. Furthermore, this study categorized the data based on Leech theory of politeness principle in the form of six maxims. Those are Tact maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim and Sympathy Maxim. The result of this study showed that there are six politeness principle maxims used in this podcast with the data as follow: 18 Approbation maxims, 7 Tact maxims, 4 Modesty maxims, 3 Generosity maxims, 3 Agreement maxims, and 1 Sympathy maxims. From 36 data gained, it was found that Approbation maxim is the most used maxim on the podcast while in contrast, the most frequent maxim used is sympathy maxim.

Keywords: communication, politeness principle maxims, pragmatic

RESEARCH BACKGROUND

As social creatures who need each other, fellow humans definitely need to communicate every day in order deliver each other's thoughts or feelings. In short, communication can be defined as the process of delivering information from one to another. When communication occurred, the speaker was expected to utter a meaning. Communication itself can happen in various ways which one of them is done verbally through language. Language is a communication tool that is used by every human, every day to express their feelings or ideas to other fellow human beings. Walija (1996, p. 4) states that language in communication is the most complete and effective way to convey messages, ideas, opinions, intentions, and feelings to others. Almost similar to Walija, Wibowo (2001, p. 3), defined language as a system that are meaningful and articulated sound symbols (produced by speech organs) that are arbitrary and conventional, which is used as a means of communication by a group of people to rise feelings and thoughts. So, with the help of language, humans can deliver different meaningful information and expressions to other fellow humans.

The specific study which focused on analyzing language phenomena is called Linguistics. From linguistics perspective, communication can be classified with written (writer and reader) or oral (speaker and hearer) communication between the source (speaker/ writer) and the receiver (listener/reader) using a linguistics symbol to deliver a message. When oral communication occurs, the speaker is expected to convey a meaning depending on the speaker's intention. While speaking, the speaker might intend to express the literal meaning without any particular intention behind, or in contrast with it, while speaking, the speaker might carry other intentions beyond the literal meaning

based on what the speaker had said. Above all, the speaker expects the listener to be able to interpret his/her intention both the explicit one and the intention that's not utter explicitly.

Unfortunately, in reality, the hearer sometimes may not get what the speaker's intention is, so the hearer interprets it differently. Because of that, both the speaker and hearer must consider the situation and also the context to reach a right purpose from their communication. In the linguistics field, this phenomenon strictly refers to the study and analysis of one of linguistics branches called pragmatics.

According to Yule (2006, pp. 3-4), pragmatics is a field that:

1. Studies the meaning of the speaker or the speaker's intentions;
2. Studies of meaning according to context;
3. The study of the meaning conveyed, more than that what is said;
4. That examines forms of expression according to the social distance that limits participants.

Furthermore, Levinson (1983) said that pragmatics is the study of relations between language and context that are grammaticalized. In addition, Leech (1983) states that pragmatics has limited its exploration to speech situations while the speech situation here is about the speech act between speaker and listener. From some definitions above, pragmatics can be said as a study dealing with the interpretation of what the speaker means in the certain context and also how context can influence what is said by the speaker.

From the explanation above, it has been widely mentioned that when communicating, both the speaker and listener must pay attention to the context or situation when the conversation occurs. Besides that, another thing that must be considered when communicating is the social norms and values. Functioned as a social activity that occurs every day, communication has roles and norms that have to be obeyed by the people involved in this activity. It is bringing us to a concept of the well-mannered communication and harmonious act. Fishman (1972) states that the choosing of language features by the user is not automatic but she/he has to consider a lot of factors including who the speaker is, with whom the speaker speaks, what is the topic, when and also where the communication occurs. Because of these, we are required to be polite using the language to communicate with others. It is important to choose certain strategies to maintain a polite conversation in order to reach a proper communication. We have to do this in order to get our conversation run well and be more acceptable by the others.

The subject of pragmatics which concentrates on studying and analyzing politeness is called the Politeness Principle. According to Yule (1996, p. 60), Politeness can be explained as a means to show awareness of another person's face. It is concerned with how language is used strategically to achieve goals such as supporting or maintaining interpersonal relationships. Further, Politeness concerns with how one can make others feel more pleasant. It also includes appropriate linguistic choices according to certain social context and particular situations. Apart from that, Politeness also analyzed the way of speaking and behaving properly in accordance with the rules that apply in society. Thus, Politeness Principle can also be considered as a kind of social norm established by a society or community.

Lakoff (1973;1975) defines the politeness phenomena as a set of strategies preferred by the language users. In accordance with this, Lakoff proposed two pragmatic rules for minimizing the conflict

between the speaker with his/ her addressee. The first rule “Be clear” which is derived from the cooperative principle, including: Maxim of Quantity; Maxim of Quality; Maxim of Relations; and Maxims of Manner. The second rule proposed by Lakoff is “Be polite” which includes three maxims that are: Don’t impose; Give options; and Make others feel good.

Besides Lakoff, Leech also proposed several politeness principles used in daily conversation. Before go on to that, let’s take a look at how Leech views politeness. Politeness principle is minimizing the expression of impolite beliefs, and maximizing the expression of polite beliefs which is somewhat less important (Leech, 1983, p. 81). Politeness principle proposes how to establish a sense of togetherness and social relationships. Thus, the politeness principle focuses on the interpretative process that the center of the study is on the effect of the hearer rather than the speaker. As written before, Leech has proposed several politeness principles that were divided into six maxims, there are:

1. Tact Maxim

Tact maxim is minimizing cost to others and maximizing benefit to others. In this maxim, the speaker is trying to show a good-manners to avoid envy and jealousy from the hearer.

2. Generosity Maxim

Generosity maxim is minimizing benefit to self and maximizing cost to self. In this maxim, the speaker tends to show the feeling of being generous.

3. Approbation Maxim

Approbation maxim is to minimize dispraise of others and to maximize praise of others. It can be said, in this maxim, the speaker tends to praise the hearer.

4. Modesty Maxim

Modesty maxim involves a concept to minimize praise of self and maximize praise of others. In other words, the speaker can display the feeling of being modest.

5. Agreement Maxim

The concept of agreement maxim is to minimize disagreement between self and other and maximize agreement between self and other. In this maxim, the speaker can show their full agreement to someone’s statement or opinion. Then, the speaker must give a reason if there is a partial agreement or disagreement.

6. Sympathy Maxim

Sympathy maxim is minimizing antipathy between self and other, and maximizing sympathy between self and other. In this maxim, the speaker can show their politeness by displaying that they care about someone’s problem and validate their feelings.

Based on the elaboration above, the researcher was interested in analyzing the politeness principle that occurs in one of the podcasts on YouTube. Furthermore, the researcher decided to make research about the Politeness Principle found in one of Dive Studio podcasts with the title “MARK of NCT 127 Never Stops Talking, Can Anyone 'Fact Check' This Convo?! Daebak Show S3 Ep.15” based on

Leech's theory of politeness principle. The objective of this research was to find out the maxims of politeness principles that were found in this podcast and to find out the most dominant politeness principle maxim that was used by speakers in this podcast.

RESEARCH METHOD

The research design of this study is using a descriptive qualitative method. The data sources in this study are the utterances contained in the politeness principle in a podcast with title "MARK of NCT 127 Never Stops Talking, Can Anyone 'Fact Check' This Convo?! Daebak Show S3 Ep.15" from Dive Studio YouTube's channels. The way the researcher collects the data are; In the first step, the researcher downloads the searching the video on YouTube and then watches it while looking at the utterances from the conversation that related with this research. While in the second step, the researcher is taking notes to note the utterances that contain the politeness principle and after that, analyzing and categorizing them according to the category of politeness principle maxims based on Leech theory.

RESULTS AND DISCUSSION

Data analysis explained how the researcher analyzed data from Eric and Mark's conversation in the podcast "MARK of NCT 127 Never Stops Talking, Can Anyone 'Fact Check' This Convo?! Daebak Show S3 Ep.15" and how researchers found types of politeness principle maxims proposed by Leech in the conversation. Based on Leech's theory, the researcher categorizes politeness principle into 6 maxims, there are Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim and Sympathy maxim.

In analyzing the data, there are several steps done by the researcher.

1. The researcher chooses an example of utterances from each speaker which describes the maxim in the politeness principle.
2. The researcher identified the context of each dialogue that contained the maxim from politeness principle in the podcast "MARK of NCT 127 Never Stops Talking, Can Anyone 'Fact Check' This Convo?! Daebak Show S3 Ep.15"
3. The researcher identifies the 6 types of maxims in the selected utterances.

As a result, the researcher found 18 data for Approbation maxims, 7 data for Tact maxims, 4 data for Modesty maxims, 3 data for Generosity maxims, 3 data for Agreement maxims, and 1 data for Sympathy maxims. Percentage of the entire data can be seen below.

Table 1 Politeness Principle

No	Politeness Principle Maxims	Σ	Percentage
1	Tact Maxim	7	19,4%
2	Generosity Maxim	3	8,3%
3	Approbation Maxim	18	50%
4	Modesty Maxim	3	11%
5	Agreement Maxim	3	8,3%
6	Sympathy Maxim	1	3%

Total	35	100%
-------	----	------

1. Tact Maxim

Excerpt 1

Mark: I don't know I've always wanted to do a unit with him and like...gladly enough he thinks the same way.

Eric: I would, I would watch that, I would listen to it.

Context: Eric comes up with this utterance after Mark told him the reason why he chose Ten to be included in the group he created answering Eric's "what if" question about what if Mark had to make a K-pop super group, who would be in there. This utterance is considered as tact maxim because Eric maximized the benefit to Mark because he was convinced that he would support and listen to a music from Mark and Ten later, if they have opportunity to perform as a group.

Excerpt 2

Eric: I honestly feel...I probably feel like 31.

Mark: Forgive me, how old are you again?

Context: Mark and Eric were talking about "real age" and "mental age". At first Mark ask how old Eric thinks he is based on mentality, not based on his real age, and Eric said maybe 31. Then after this, Mark comes out with this question. This utterance is considered as tact maxim because Mark maximized the benefit to Eric by saying 'forgive me' before he asked Eric real age.

2. Generosity Maxim

Excerpt 3

Eric: I honestly feel...I probably feel like 31.

Mark: Forgive me, how old are you again?

Context: Mark and Eric were talking about "real age" and "mental age". At first Mark ask how old Eric thinks he is based on mentality, not based on his real age, and Eric said maybe 31. Then after this, Mark comes out with this question. This utterance is considered as tact maxim because Mark maximized the benefit to Eric by saying 'forgive me' before he asked Eric real age.

Excerpt 4

Eric: I'll tell you this like...it's great...it doesn't mean we don't fight, yeah but it's still great we...we had an argument probably like two weeks ago when we were...and I'm...and I was in the middle trying to calm Eddie and Bryan down. I was like, y'all need to chill out...y'all need to breathe and I think the hard part that we always have to remind ourselves is like there is co-worker brothers then there's brother brother's and you have to wear both hats and I have to remind

you today you got to wear brother hat, later you can wear your coworker hat but it's like that's like the tricky part but if you able to figure that out then like it's pretty it's pretty good.

Context: Mark was a little bit amazed with the fact that Eric can work with his brothers. According to Mark, being able to work with your own brothers is something fun and cool. Eric agrees with that, but according to Eric, working in the same place and job with his brothers is not always fun, sometimes it is also quite tricky. The extract above is the reason why Eric has such an opinion. In this utterance, Eric uses generosity maxim because he minimizes benefit to himself and maximizes cost to himself. Further, Eric implies that the cost of the utterance is to himself.

3. Approbation Maxim

Excerpt 5

Mark: That's what people say actually I'm surprised..

Eric: It's because you're a really good dancer.

Mark: They say whatever I do it's turns into an NCT style.

Eric: I think it's because you have a particular style of dancing.

Context: Eric praises Mark for his dancing skills. The start of this topic was when Eric and Mark discussed the TikTok video they've shot together. Actually, the dance was from Eric, but it turned out that Mark danced so well so that people on the comment thought the dance belonged to Mark. This utterance can be considered as approbation maxim because in here, Eric minimizes the dispraise for Mark and maximizes praise to Mark. In short, this utterance shows Eric's praise for Mark's dancing skill.

Excerpt 6

Mark: no but um... Eric has told me a lot about his life or it's not a lot but like some...some stuff about and I'm...you know... it's fine-

Eric: He thinks I'm a fossil-

Mark: No...I don't. I have respect like... you deserve the love you are getting already and more.

Eric: Thank you, thank you, thank you.

Context: Mark and Eric talk about how long it has been since Eric entered the entertainment world because compared to Mark, Eric has been in the entertainment world much earlier. Knowing many things that Eric has gone through in the entertainment field, Mark said that he has a respect for Eric and he thinks Eric deserves all the love he is getting until now. This utterance can be considered as approbation maxim because in here, Mark minimizes the dispraise for Eric and maximizes praise to Eric. In short, this utterance shows Mark respect for Eric.

Excerpt 7

Eric: Well, I don't know I think what- what gets me really excited watching you as an artist is that because you can do so many things it's really like what you put your mind to and you're like I'm going to do this you're cool I'm sure you're going to kill it and that's what's really, I think as a friend, as a *hyung* to like watch you do that I think is really cool.

**Hyung: older brother in Korean language*

Context: Eric expressed his admiration for Mark because according to Eric, as an artist, Mark could be categorized as a very talented artist. This utterance can be considered as approbation maxim because Eric minimizes dispraise for Mark and maximizes praise to Mark.

4. Modesty Maxim

Excerpt 8

Eric: But here you are...

Mark: Here I am...

Eric: You're the rapper...

Mark: I'm the rapper... Eric: You're the rapper...

Mark: You know- but I've never like...if you go on Google or Wikipedia it's like Mark Lee- it's like Canadian rapper. It gives me chill yo, like... I never consider myself- I would never label myself as a rapper.

Context: They are talking about Mark who is considered by the general public as a rapper because he's the rapper in his group, namely NCT. Everyone acknowledges him as a rapper, it's even written on Google and Wikipedia. Eric also thinks the same way. It turns out that Mark, himself, is a little bit shy to be acknowledged as a rapper and also, he never considered himself as a rapper. Besides, he thinks that he is more into singing than into rapping. This utterance is a modesty maxim because here, Mark minimizes praise to himself as the speaker by saying he would never consider himself as a rapper.

Excerpt 9

Mark: Well, I'm still a baby compared to you.

Eric: (laugh)

Context: Eric asked Mark about how long it has been since Mark first came to Korea (fact: Mark's hometown is not in Korea). Mark also said that he had been in Korea for more than 10 years, which is quite long, but even so, according to Mark, he is still nothing compared to Eric's experiences in Korea. This utterance is considered as modesty maxim because Mark minimizes praise to himself as the speaker and maximizes praise to others which in here is Eric by saying he is still a baby compared to Eric.

5. Agreement Maxim

Excerpt 10

Mark: I think Brian got the best of it.

Eric: Honestly, I agree, it's like the most normal name, it's the most basic generic name.

Mark: It sounds right.

Eric: Yeah, I completely understand.

Context: Mark and Eric talking about their names in Korean because the names that they are using right now are their English names. Their conversation about this continues until Mark asks about Eric's brother's Korean names. Of the three Korean names for Eric and his two brothers, Mark thinks that the Korean name Brian, one of Eric's brothers, is the best and it turns out that Eric also has the same opinion about this. Utterances above included into agreement maxim because Eric is minimizing disagreement with Mark and also maximize agreement with Mark.

Excerpt 11

Mark: I have said this to my fans once if they ever need "An Asian-looking spiderman" that has to be me.

Eric: I think, I agree.

Context: Many people said that Mark sometimes looks like spiderman, nothing with his face but about his behavior which are his speed and sensitivity to respond to things at certain times. Furthermore, Eric asked about "what if" an actor who acts as a spiderman in the movie can't continue to act as a spiderman again, does Mark want to replace his role? Then Mark's answer is yes. He thinks if production teams need an Asian-looking spiderman, he would probably fit that and Eric agrees with that. This utterance is considered as agreement maxim because Eric is minimizing disagreement with Mark and also maximizing agreement with Mark.

6. Sympathy Maxim

Excerpt 12

Mark: Wait- wait- wait- hey dude, wait can I take someone out wait I'm sorry Kevin I'mma take you out and I'll put Eric Nam, I totally left you out.

Eric: No...no...no... I refuse.

Context: Eric asks Mark if he has to make a Kpop group, who are the members of the group. So, Mark mentions 4 persons that he wants to be in the group that he created, without Eric in it. Suddenly, he remembered that he should put Eric in it because Eric is in front of him right now and Eric fits the criteria for the "what if" group Mark created which has to be five male members. Mark thinks he left Eric out. This utterance is considered as sympathy maxim because Mark minimizes antipathy

maximizing sympathy to Eric. That's why Mark said sorry to Kevin (he is not in there) because he has to kick him out and implicitly, Mark also felt sorry to Eric by saying I totally left you out and told that he wants to replace Kevin with Eric.

CONCLUSION

This study identified "Politeness Principle Maxims" found in the podcast with title "MARK of NCT 127 Never Stops Talking, Can Anyone 'Fact Check' This Convo?! Daebak Show S3 Ep.15" from Dive Studio YouTube's channels. The result of this study shows that there are six politeness principle maxims found in this podcast based on Leech theory of Politeness Principle with the data as follow: 18 Approbation maxims, 7 Tact maxims, 4 Modesty maxims, 3 Generosity maxims, 3 Agreement maxims, and 1 Sympathy maxims. Furthermore, from 36 data gained, it was found that Approbation maxim is the most used while in contrast, the most frequent maxim used is sympathy maxim. Further, it can be said that the speakers in the video are likely to minimize dispraise of others and to maximize praise of others or in other words, the speakers tend to praise each other more.

REFERENCES

- Trisnaningtyas, A., & Budiwaty, S. (2021). MAXIMS OF POLITENESS PRINCIPLES IN ALICE THROUGH THE LOOKING GLASS MOVIE. *UG JURNAL*, 15 (12), 1-5. Retrieved from <https://ejournal.gunadarma.ac.id/index.php/ugjournal/article/view/5931>
- Fishman, J. A. (1972). *The Sociology of Language: An Interdisciplinary Social Science Approach to Language in Society*. Newbury House Publishers.
- Lakoff, R. (1973). *The Logic of Politeness, or Minding Your P's dan Q's*. Chicago Linguistics Society.
- Lakoff, R. (1975). *Language and Woman's Place*. Cambridge University Press.
- Leech, G. N. (1983). *Principles of Pragmatics*. London: Longman.
- Levinson, S. C. (1983). *Pragmatics*. London: Cambridge University Press.
- Limin, M., & Mulatsih, S. (2023). The Violation of Politeness Principle Found in Charlie and The Chocolate. *Undergraduate Conference on Language, Literature, and Culture (UNCLLE)*, 3(1), 550-558. Retrieved from <https://publikasi.dinus.ac.id/index.php/uncle/article/view/9199>
- Marharani, S. (2017). POLITENESS MAXIM OF MAIN CHARACTER IN SECRET FORGIVEN. *Jurnal Litera Bahasa Dan Sastra*, 3(1), 20-30. Retrieved from <https://jurnal.undhirabali.ac.id/index.php/litera/article/view/278>
- Walija. (1996). *Bahasa Indonesia dalam Perbincangan*. IKIP Muhammadiyah Jakarta Press.

Wibowo, & Wahyu. (2001). *Otonomi Bahasa : 7 Strategi tulis Pragmatik Bagi Praktisi Bisnis dan Bahasa*. PT Grmedia Pustaka Utama.

Yule, G. (1996). *Pragmatics*. OUP London.

Yule, G. (2006). *Pragmatik*. Yogyakarta: Pustaka Pelajar.