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An Analysis of Positive Politeness Strategies by Oprah Winfrey in *Super Soul Sunday* Talk Show

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ABSTRACT

This research discusses the politeness strategies in a talk show. This research was conducted to find out the types of politeness strategies used by the host of *Super Soul Sunday*, Oprah Winfrey. Politeness strategies are used to save the hearer's face or to respect the hearer's self-image when the conversation is going on. Such strategies are important in a talk show since the questions asked in the discussion may be considered as face-threatening acts. This is a descriptive qualitative research where the objects of this research were the utterances of the host of *Super Soul Sunday*. Three episodes of the talk show were chosen as the source of the object for this research. The instrument used was the researcher instrument supported by an observation sheet. The researcher used Brown and Levinson's politeness theory, with fifteen kinds of positive politeness strategies, to analyze the data found. The researcher found 135 utterances of positive politeness strategies during the interview by the host of *Super Soul Sunday*. The result of this research showed that there are 13 strategies out of 15 strategies used by the host to her guests. It found that Seek Agreement has become the most used type of the strategies which was used by Oprah. She used this strategy 37 times in the three episodes. It means Oprah Winfrey, as the host, used various positive politeness strategies when interviewing her guests to save the hearer's face and tried to make their conversation comfortable.

Keywords: *Politeness strategies, Talk show, Utterances.*

INTRODUCTION

An interaction usually begins with conversation both verbally or nonverbally. In order to make the interaction effective and meaningful, people involved in the interaction must be able to convey each other's meaning clearly so that the conversation runs smoothly. When a conversation goes smoothly and runs well, it means that they are having a good conversation with each other, and they can maintain a good relationship. According to Wang (2010), to maintain a good conversation with the hearer, the speaker needs to choose and apply different communicative strategies. One of these strategies is known as the politeness strategies.

A politeness theory is based on the concept that individuals have their social self-image (Brown and Levinson, 1987). The sense of self-image is known as 'face.' Brown and Levinson stated that people use various politeness strategies to protect the faces of others when addressing them in an effort of not making others feel embarrassed, offended, or angry. In situations where a face-threatening act (FTA), or the act that threatens another person's face could arise, the politeness strategy

will be used. The speaker's use of the strategies will depend mainly on the power relationship and social distance between the speaker and the hearer.

There are four politeness strategies that are used by a speaker when dealing with the hearer's FTA. Brown and Levinson stated the four strategies: bald on-record, positive politeness, negative politeness, and off-record. Depending on the circumstances, each strategy is used differently. Bald on-record is a strategy when the speaker does nothing to minimize the threat to the hearer's face. Positive politeness means minimizing the threat to the positive face of the hearer. Negative politeness refers to a regressive action addressed to the hearer's negative face, and off-record is essentially indirect uses of language. Among those four politeness strategies, positive politeness is a strategy used to minimize distance and show intimacy between the speaker and the hearer so that the conversation can run smoothly. Therefore, this study focuses only on it.

Not only occur in daily conversations, politeness phenomena also occur in public communication such as talk shows. A talk show is a program where two or more people discuss various topics that are still happening in

society. It gives its viewers entertainment and information. As entertainment, its aim is to give a good performance so people can enjoy it and as the information giver, it becomes the source of information and knowledge, so the show must have clear and interesting language. Therefore, since it is essential for the host to attract viewers' attention and keep the conversation going on, the host should employ communicative strategies such as positive politeness strategies.

One of the famous talk shows is *Super Soul Sunday*. It is a daytime American talk show hosted by Oprah Winfrey. The talk show first aired in 2011. In every episode, The Emmy award-winning *Super Soul Sunday* invites an inspirational guest, including philosophers, authors, visionaries, and spiritual leaders. It provides insight and inspiration from the story of its guests.

As the host of *Super Soul Sunday*, Oprah Winfrey had faced different types of people. The guests may be important people, who have high positions, great contributions, or well-known such, president, minister, actor and actress, writer, doctor, etc. Thus, to become a reliable presenter, she must have had a certain strategy to deal with the hearer who have different backgrounds, including positive politeness strategies.

Super Soul Sunday is one of the interesting subjects to be analyzed in terms of positive politeness strategies because the host is one of the best presenters that has been awarded as outstanding and favourite talk show host multiple times. As mentioned before, the host plays an important role in managing the show. Therefore, the researcher did the research to know the use of positive politeness by Oprah Winfrey.

There are three episodes that were chosen as the source of the object for this research. The episode *The Moment of Lift* is chosen as the first object. It aired on April 28, 2019 and has Melinda Gates, an American philanthropist and a former general manager at Microsoft, as the guest. The second episode is *An American Sunrise*. Joy Harjo, a musician and author, as the guest at that episode and aired on October 6, 2019. The last episode chosen is *One Meal a Day*. It aired on October 20, 2019 and has Suzy Amis Cameron, an American environmental advocate, as the guest.

In accordance with the issue and the significance of politeness elaborated in the case above, the study on politeness is worthy-analyzed as it provides benefits for English language learning since politeness strategies related to linguistics and speaking. It provides politeness theory as well as the examples as a learning source for learners who are eager to learn pragmatics, principally positive politeness strategies. Therefore, this research will give some insight to realize Oprah's positive politeness strategies in speaking appropriately and the context in which the strategies are applied to.

LITERATURE REVIEW

Pragmatics

The branch of linguistics which studies the role of context contributing to the meaning of an utterance is called pragmatics. According to Yule (1996), pragmatics is a branch of linguistics that concerns the connection between the forms of linguistics and the people who apply those forms.

In pragmatics, the language phenomena that are discussed often deal with the use of language by its users. Pragmatics requires the interpretation of the acts to have the correct meaning of the utterances. Therefore, it is necessary to pay attention to the meaning of the statements to get the right interpretation. It is in line with Kroeger (2018) that interpretation depends heavily on its context.

It means by paying attention to the context will help to understand the speaker's utterances. Pragmatics can be best described as one of linguistics' branches that studies how people use language in their conversation. To conclude, pragmatics investigates the meaning of the speech in understanding the pragmatics relationship between the contexts of the language.

Face Theories

The face is defined as the positive social value a person effectively claims for himself by the line others assume he has taken during personal contact. Face can thus be likened to a person's self-esteem (Huang, 2007). Brown and Levinson (1987) state that every person has two types of face, positive and negative. A positive face is described as the individual's need to be respected and accepted in social interactions, while negative face is the individual's need to have an independence of action and imposition. Face also has two parts; there are Face Threatening Acts (FTAs) and Face Saving Acts (FSAs).

An act that inherently damages the face of the speaker or the addressee by acting in opposition to the desires and wants of the other is called as FTAs. For instance, a directive such as 'Fetch me that book is an' FTA, threatening the addressee's freedom from imposition (Leech, 2014). A face-saving act is keeping the hearer's face or respect for another person when the conversation. Then, according to Brown and Levinson, present five FSAs strategies such as say nothing, bald on record, off the record, positive politeness, and negative politeness. In conclusion, politeness strategies support people to keep or watch over their face in an interaction.

Politeness Strategies

Politeness strategies are meant for tively to avoid uncomfortable feelings during conversation (Watts, 2003). Brown and Levinson have divided the politeness strategies according to how much the speakers and hearers minimize the threat when they are having

conversation. The strategies range from doing the Face Threatening Acts (FTA) directly without minimizing the threat, to not doing the FTA. The strategies are bald on-record, positive politeness, negative politeness, and off record strategy. For a more complete explanation, see Brown and Levinson's classification of the theory of politeness strategy below.

Bald on-record

In this strategy, the speaker does nothing to minimize or avoid the threat to the hearer's face. The reason is whenever a speaker wanted to do the FTA with maximum efficiency more than the speaker wanted to satisfy the hearers' or hearer's face, in any degree, this strategy is appropriate to choose. Then, according to Brown and Levinson, there are two kinds of bald on record usages, such as non-minimization of the face threat and FTA-oriented bald on record usage. In short, both of them are different in the use of bald on record strategy.

Positive Politeness

According to Brown and Levinson, politeness is the strategy which is oriented by the speaker toward the positive face or the positive self-image of the hearer that the speaker claims for himself. It means the speaker can satisfy the positive face of the hearer by emphasizing what is the speaker wants. Brown and Levinson, positive politeness strategy divide into 15 strategies.

Negative Politeness

According to Brown and Levinson, politeness strategy is a regressive action addressed to the addressee's negative face - his want to have his freedom of action unhindered and his attention unimpeded. Brown and Levinson also classify negative politeness strategy into 10 strategies, such as: (1) Be conventionally indirect, (2) Question, Hedge, (3) be pessimistic, (4) Minimize the imposition, (5) Give deference, (6) Apologize, (7) Impersonalize S and H, (8) State the FTA as a general rule, (9) Nominalize, and (10) Go on record as incurring a debt, or as not indebteding H.

Off Record

The last politeness strategy that outlined by Brown and Levinson is the indirect or off-record strategy. Brown and Levinson, Off record utterance, are essentially indirect uses of language: to construct an off-record utterance one says something that is either more general (contains less information in the sense that it rules out for possible states of affair) or actually different from what one means (intends to be understood). In short, off record strategy has some purpose in doing communicative action. Then, there are fifteen strategies of off record strategy according to Brown and Levinson theory, such as: (1) Give

hints, (2) Give association clues, (3) Presuppose, (4) Understate, (5) Overstate, (6) Use tautologies, (7) Use contradictions, (8) Be ironic, (9) Use metaphor, (10) Use rhetorical questions, (11) Be ambiguous, (12) Be vague, (13) Over-generalize, (14) Displace H, and (15) Be incomplete, use an ellipsis.

Positive Politeness Strategy

Positive Politeness strategies are kinds of strategies that minimize the threat to the positive face of the hearer. They include (1) Notice, attend to Hearer, strategy that used by the speaker by noticing the hearers; (2) Exaggerate, the strategy that used by speaker by using exaggerating intonation or stress as well; (3) Intensify interest to H, used by the speaker by making a good story to make the hearers' interested; (4) Use in-group identity markers, strategy that used by the speaker by addressing the hearer by using form, dialect, jargon or slang; (5) Seek agreement, strategy that used by speaker by telling safe topics or doing repetition; (6) Avoid disagreement, strategy that used by speaker to unclear the utterance whether to make agreement or hide disagreement; (7) Presuppose/raise/assert common ground, is strategy that used by speaker in three ways to save the hearer's face such as gossip or small talk, the point of view operations and presupposition manipulation; (8) Joke is strategy that contains funny things; (9) Assert S's knowledge of H's wants and willingness to fit one's own wants in with them, used by the speaker because the speaker knows the willingness of hearer; (10) Offer, promise, strategy that used to avoid the potential threat of some FTAs or Face threatening by offering and promising; (11) Be optimistic is strategy that means that hearer will cooperate with speaker because they have the same interest; (12) Include both S and H in the activity, activity is strategy that used by speaker by using 'we' form when speaker really means 'you' or 'me'; (13) give or ask for reasons, is strategy that used by speaker by looking for the appropriate condition.; (14) Assume or assert reciprocity, strategy that used by giving evidence of reciprocal between speaker and hearer; (15) Give gifts to H is strategy that used to satisfy the hearers' positive face, the gift is not only giving gifts but also human-relation.

METHODS

This research was descriptive qualitative research that observes the use of positive politeness strategies in a talk show. The data of the research were the host's utterances of three episodes of *Super Soul Sunday* talk show. The instruments were researcher instruments and observation sheets. The observation sheet was in the form of a checklist. The data has been collected by finding this program's video recording from youtube.com and downloading the chosen videos then making the transcript. The researcher asked the expert to check the validity of the research data. The validator of the instrument is a lecturer who is an expert in linguistics. The data was analyzed qualitatively through some steps:

identified the data, classified, interpreted, and made conclusions.

RESULT AND DISCUSSION

The result and discussion will be as follows.

Result

Positive Politeness Strategy 1: Notice Attend to Hearer

Notice is implemented by observing the hearer's interest or sympathy. This strategy was discovered by the researcher to be used by Oprah with all of her guests. According to the findings, there are 8 utterances of strategy notice attend to hearer. According to this strategy, S should notice H's condition, such as interest, wants, needs, goods, changes, notable possessions, or anything else that H wants S to notice and approve.

Positive Politeness Strategy 2: Exaggerate

This strategy is implemented by exaggerating intonation, stressing, and other prosodic aspect when expressing interest, approval, or sympathy toward the hearer, as well as by intensifying modifiers. Such as very, precisely, unquestionably, marvelous, extraordinary, and exquisite. This strategy was discovered only in the first and third episodes. There are 12 positive politeness exaggerations. The host used a variety of expressions to express interest, approval, or sympathy for the hearer, as well as intensifying modifiers.

Positive Politeness Strategy 3: Intensify Interest in the Hearer

Positive politeness 3 refers to the S's attempt to pique the H's interest. This strategy can be implemented by telling a good story, presenting a vivid present about the real situation, or switching back and forth from the past to the present. This strategy can also be used to increase hearers' interest in the speaker by immersing them in the story or event being discussed, as if they could see, hear, or feel it. Intensifying interest in the hearer is another way for the speaker to convey his desire for a closer relationship with them. The researcher discovered one utterance of the host with Melinda on the first episode during this research. It means that Oprah only said the strategy to pique the hearer's interest once. She employed this strategy because the host desires that certain topics become interesting.

Positive Politeness Strategy 4: Use In-group Identity Markers

Use In-group Identity Markers includes using address forms, dialect or language, slang or jargon, and abbreviation within a group. Using in-group terms to refer to the same object can indicate that the S and the H have the same understanding of the object. This strategy was only found with Joy and Suzy on the second and third

episode. It shows that Oprah use this strategy twice. This kind of word helps Oprah create a sense of belonging and help create a community with her guest.

Positive Politeness Strategy 5: Seek Agreement

Seek agreement is a way to get acquainted with the guest while also claiming common ground. Agreement can be emphasized by choosing a safe topic or repeating part or all of what the previous H said in discussion. The cases of seek agreement found in this analysis were mostly cases of repetition. As a result, the host repeated some of the guest's statements in order to establish rapport and foster a sense of solidarity. Oprah use strategy Seek agreement 37 times. One of the reasons she applied this strategy because she wants to show to the guests that she is a good listener.

Positive Politeness Strategy 6: Avoid Disagreement

Another way to build rapport between the guest and have a good conversation on his show is to avoid disagreement. To avoid disagreement, we can use a conclusory marker "so" or "then" to create token agreement or pseudo agreement. The finding shows that Oprah used this strategy 3 times. She used the strategy to Melinda in the first episode and to Joy in the second episode being observe.

Positive Politeness Strategy 7:

Presuppose/Raise/Assert Common Ground

This analysis also discovered positive politeness strategy 7 that employs presuppose. It could take the form of a gossip or small talk, a Personal-center switch, or a time switch. Oprah uses a total of 19 utterances. This strategy was discovered while conversing with all of her guests.

Positive Politeness Strategy 8: Joke

The function of a joke is to make a situation better and more enjoyable; this strategy is used to share common ground jokes are built on mutually shared beliefs and perceptions, and they can be used to highlight that shared background or those shared ideals. Positive politeness strategy 8: In the first and second episodes, the joke appears four times.

Positive Politeness Strategy 9: Assert Speaker's Knowledge of Hearer's Wants and Willingness to Fit One's Own Wants in With Them

The speaker is aware of the H's desires and willingness. This strategy was only discovered by the researcher when Oprah was working with Melinda. Oprah's other strategy was to assert the S's knowledge of the H's wants and willingness to fit one's own wants in with them. In the first episode, the utterance is found with Melinda Gates.

Positive Politeness Strategy 10: Offer Promise

This strategy is used to avoid the possible threat of certain FTAs or Face threats by offering and promising. This strategy used by Oprah was not discovered by the researcher.

Positive Politeness Strategy 11: Be Optimistic

The cooperative strategy's point of view flip is for S to presume that H is interested in S's wants and will assist him/her. The researcher only found this strategy used by Oprah with Suzy and Joy. She used this strategy twice.

Positive Politeness Strategy 12: Include Both Speaker and Hearer in the Activity

Include the S and H in the activity is one way to become acquainted with others while also attempting to be polite. One can avoid the threat for the face and be polite by using an inclusive, 'we' form. As a result, he/she can express his/her desires to the hearer by using the word 'us,' even if it refers to he/she or only the hearer. There are 15 utterances of this strategy used by Oprah. She used this strategy to show togetherness.

Positive Politeness Strategy 13: Give or Ask for Reason

Another aspect of involving the hearer in the activity is for the speaker to provide reasons for why she/he desires what she/he desires. Oprah mentioned the strategy seven times. She used this strategy with Melinda, Joy and Suzy.

Positive Politeness Strategy 14: Assume or Assert to Reciprocity

The method is carried out by demonstrating reciprocal rights or obligations between S and H. The speaker can therefore say, "I'm going to do X for you if you do Y for me," or "I did X for you last week, so this week you do Y for me" (or vice versa). This strategy did not find in Oprah's utterance.

Positive Politeness Strategy 15: Give Gifts to Hearer

Finally, S may use this tried-and-true approach to please H's face. Giving a present, in other words, entails not only actual things but also human-relationship wants to be liked or loved. According to this method, Oprah Winfrey, as the host, presented various gifts to please the visitors. Gifts include items, sympathy, understanding, and cooperation with the guest. This strategy has been repeated 23 times by the host.

Positive Politeness in Oprah's Utterances

After analyzing the strategies of politeness employed by the host when interviewing her guests,

the distribution of positive politeness strategies in Oprah's utterances can be seen below:

Table 1. The Distribution of Positive Politeness in Oprah's Utterances

| Type of Strategy | E1 | E2 | E3 | Total |
|--|----|----|----|-------|
| Strategy 1: Notice attend to the hearer | 3 | 3 | 2 | 8 |
| Strategy 2: Exaggerate | 5 | - | 7 | 12 |
| Strategy 3: Intensify interest in the hearer | 1 | - | - | 1 |
| Strategy 4: Use in-group identity markers | - | 1 | 1 | 2 |
| Strategy 5: Seek agreement | 3 | 16 | 18 | 37 |
| Strategy 6: Avoid disagreement | 2 | 1 | - | 3 |
| Strategy 7: Presuppose/ raise/ assert common ground | 6 | 6 | 7 | 19 |
| Strategy 8: Joke | 3 | 1 | - | 4 |
| Strategy 9: Assert speaker's knowledge of hearer's wants and willingness to fit one's own wants in with them | 2 | - | - | 2 |
| Strategy 10: Offer, promise | - | - | - | - |
| Strategy 11: Be optimistic | - | 1 | 1 | 2 |
| Strategy 12: Include both speaker and hearer in the activity | 7 | 4 | 4 | 15 |
| Strategy 13: Give or ask for reasons | 2 | 2 | 3 | 7 |
| Strategy 14: Assume or assert reciprocity | - | - | - | - |
| Strategy 15: Give gifts to hearer | 5 | 9 | 9 | 23 |
| Total | 39 | 44 | 52 | 135 |

According to the table, the researcher discovered 135 utterances of positive politeness strategies employed by the host of *Super Soul Sunday* during the interview. It shows that Oprah Winfrey used 13 strategies out of 15 positive politeness strategies; they are Notice Attend to Hearer, Exaggerate, Intensify Interest in the Hearer, Use In-group Identity Markers, Seek Agreement, Avoid Disagreement, Presuppose/Raise/Assert Common Ground, Joke, Assert Speaker's Knowledge of Hearer's Wants and Willingness to Fit One's Own Wants in With Them, Be Optimistic, Include Both Speaker and Hearer in the Activity, Give or Ask for Reason, and Give Gifts to Hearer. The researcher did not find Offer, promise and Assume or assert reciprocity used by the host.

Among those 13 strategies that the host used, it is shown that Positive Politeness Strategy 5: Seek Agreement is the most used compared to the other strategies. She used this strategy 37 times. Here are the examples of politeness strategy 5.

Dialogue the first episode

26:39 Oprah : *How does it feel when you put millions of millions and millions of dollars into a thing, and it doesn't still seem to work.*

26:45 Melinda : *You keep changing*

26:45 Oprah : *You keep changing.*

In the conversation above, Oprah and Melinda were talking about the school system. Oprah asked if Melinda was moving the needle or still a broken system after her husband and her spent millions of dollars trying to change it. The guest answer that it is still broken. After that, the host asked the guest feeling when she put in millions of dollars, and it does not still seem to work. Melinda said, 'You keep changing.' Afterward, Oprah says what Melinda says 'You keep changing.' It includes the characteristic of seek agreement (repetition). It is in line with the theory from Brown and Levinson's, which stated that the S employed strategy 5 by raising and repeating his or her voice. The speaker employs this strategy in order to make the hearers feel valued.

Dialogue the second episode

13:57 Joy : *Well, I always felt bad that I didn't stand up, that he would have I've always felt that he would've respected me more if I had stood up and fought him. But then I remember I did try to fight him when he would go at my mom...*

14:14

Oprah : *Mm-hmm.*

14:15

Joy : *And that I was too small*

14:17

Oprah : *But you were just a kid*

Oprah uttered this utterance in the middle of the conversation, and Joy told how abusive her father was when she was young. She always had tried to hide when her stepfather was angry. Joy had wanted to fight her stepfather, but she had realized that she had been only a child that could do anything. Then Oprah made a deal with Joy that the guest was only a child. It was normal that she could not be available to stand and fight with her abusive father. Oprah's statement was positive to make a deal with Joy to make joy felt better. This kind of deal agreement is needed to cool down the situation so as not to be tense.

The indirect meaning of this utterance was the S agreed with the hearer's utterance by mentioning the utterance of the guest. The speaker also tried to appreciate the hearer by raising and doing repetition of the words that led to the hearer's utterance. The speaker did it because the speaker wanted to do politeness strategy in order to make the hearer felt notice. This implied meaning was then connected to Brown and Levinson's theory, which stated that the S may used seeking agreement by raising and repeating

Dialogue the third episode

09:48 Suzy : *And then when I had Jasper, you have this thing and I'm sure all moms feel this, you don't want anything that's not pure touching this brand new little being*

10:02 Oprah : *Yeah*

10:02 Suzy : *You know. So, it just took us.*

10:04 Oprah : *Yeah, because it's so pure. You just want to keep it clean.*

10:06 Suzy : *Exactly*

At this moment, Suzy tells Oprah that she does not want anything that's not pure touching her brand-new little being. She was talking about her kid. Oprah repeats what Suzy said, 'Yeah, because it is so pure.' It shows the characteristic of Seek Agreement (repetition). The applied strategy means the speaker wants to show the guest that she is a good listener. Oprah, as host, shows her professionalism by making sure the answer from the guest. Therefore, she clarifies the answer by conducting repetition to the guest. It was consistent with Brown and Levinson's theory, which states strategy 5: seek agreement by raising and repeating. The use of strategy 5 would make the hearers happy because she was appreciated by the speaker.

Discussion

This section includes an explanation of the findings. The researcher used Brown and Levinson's theory to describe the types of politeness methods used by host when interviewing the guests.

The observation showed that Oprah Winfrey used various politeness strategies depending on the contexts of the use. Using those politeness strategies demonstrated that Oprah understands how to keep the conversation going and build a connection with her guests in order to make them feel at ease. According to Yule (1996), the

proclivity to use positive politeness forms can be viewed as a solidarity strategy.

Positive Politeness Strategy 5: Seek Agreement was discovered to be one of the most frequently used strategies by Oprah. Seeking agreement is divided into two goals, according to Brown and Levinson (1987). They are safe topics with a lot of repetition. When it comes to those two, it is clear that the speaker is claiming common ground with the hearer, giving the impression that they agree with him/her. The use of this strategy assists the host in conveying the same message to the guests. When we're having a conversation, the comfort of the guest comes first, especially on a TV talk show. The host attempted to seek agreement several times by repeating the guests' utterances during a conversation in which the host attempted to maintain a good atmosphere with the guests.

Repetition is the most common way to employ Positive Politeness Strategy 5: Seek Agreement. Brown and Levinson (1987) states that repetition is used to emphasize emotional agreement with the utterance. The findings are consistent with Rabab'ah, Rabab'ah, and Naimi (2019), who examined Oprah Winfrey's positive politeness strategies with African-Americans and Caucasians on the Oprah Winfrey Show. The research discovered that strategy 5: Seek agreement was the most frequently used strategy in Oprah's talk with both groups.

It shows that Oprah tried to build the connection with her guests by making sure what her guests said, and it shows Oprah takes full attention to every utterance of the guest. This implied meaning was then related to Brown and Levinson's theory, which states that strategy 5 was used by the speaker by raising and repeating. Applying this strategy could also mean Oprah wants to show the guest that she is a good listener. This strategy also can ensure the host and the guests get what each other means and could be used to stress emotional agreement so that they have the same agreement when runs the conversation.

The host can save the hearer's face and make her guests or their conversation more comfortable by employing positive politeness strategies. Communication between the host and the guests on TV talk shows, as we all know, is critical because it affects both the host's and the guests' public image. So, as the host, Oprah Winfrey used politeness to keep her show going by keeping her utterance so that the conversation could flow smoothly and there were no instances of embarrassing her guest or something else.

Besides the importance of maintaining the conversation, the researcher thinks that studying the use of politeness strategy in talk shows is very needed by every walk of life, principally English Language Education students since there are courses that examine public speaking and communicative strategies. Those courses are Advanced Speaking and Linguistics. In Advance Speaking, there is material about being an MC. As MC, we present Indonesian programs in English, but

we also need to see how the MCs from English Native Speaking present an event that is with their culture as native speakers. At the same time, politeness strategies are a part of pragmatics and a branch of linguistics.

Positive politeness strategies will also assist English learners in applying various politeness strategies in speaking appropriately, particularly to people in positions of authority or respect, such as lecturers. Aside from that, shows like talk shows or similar programs can be watched by people of all ages, from children to adults. As a result, performers must pay attention to how they speak and be very careful in selecting words and responding to assumptions in public with polite language so as not to offend others.

CONCLUSION

Based on the findings of the research and the discussions, it can conclude that Oprah Winfrey as the host of *Super Soul Sunday*, applies 13 strategies of Positive Politeness strategies as suggested by Brown and Levinson that are Notice Attend to Hearer, Exaggerate, Intensify Interest in the Hearer, Use In-group Identity Markers, Seek Agreement, Avoid Disagreement, Presuppose/raise/Assert Common Ground, Joke, Assert Speaker's Knowledge of Hearer's Wants and Willingness to Fit One's Own Wants in With Them, Be Optimistic, Include Both S and H in the Activity, Give or Ask for Reason, and Give Gifts to Hearer. However, the strategy that most frequently uses is Seek Agreement which Oprah speaks to all her guests because she, as the host of the talk show, tried to pay attention and becoming a good hearer for every answer that her guests said since the questions asked in the discussion may be considered as FTA.

AUTHORS' CONTRIBUTIONS

Author 1 contributed to the reviewing of literature, designing research methods, collecting the data, and analyzing the data. Author 2 and 3 contributed to reviewing the literature, designing the research methods, discussing the findings, and writing format.

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PAGE 1

-  **P/V** You have used the passive voice in this sentence. You may want to revise it using the active voice.
-  **P/V** You have used the passive voice in this sentence. You may want to revise it using the active voice.
-  **Article Error** You may need to remove this article.
-  **Article Error** You may need to remove this article.
-  **Missing ",,"** Review the rules for using punctuation marks.
-  **P/V** You have used the passive voice in this sentence. You may want to revise it using the active voice.
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-  **Article Error** You may need to remove this article.
-  **Wrong Article** You may have used the wrong article or pronoun. Proofread the sentence to make sure that the article or pronoun agrees with the word it describes.

PAGE 2

-  **Possessive** Review the rules for possessive nouns.
-  **Article Error** You may need to use an article before this word. Consider using the article **a**.
-  **Article Error** You may need to remove this article.
-  **P/V** You have used the passive voice in this sentence. You may want to revise it using the active voice.
-  **Article Error** You may need to use an article before this word.



S/V This subject and verb may not agree. Proofread the sentence to make sure the subject agrees with the verb.



Possessive Review the rules for possessive nouns.



Missing ", " Review the rules for using punctuation marks.



P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



Article Error You may need to use an article before this word.



Article Error You may need to use an article before this word.



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Article Error You may need to remove this article.



Sp. This word is misspelled. Use a dictionary or spellchecker when you proofread your work.



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Article Error You may need to remove this article.



Article Error You may need to remove this article.



S/V This subject and verb may not agree. Proofread the sentence to make sure the subject agrees with the verb.



Possessive



Possessive



Prep. You may be using the wrong preposition.



Article Error You may need to use an article before this word. Consider using the article **the**.



Article Error You may need to use an article before this word.



P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



Article Error You may need to use an article before this word.



Article Error You may need to use an article before this word.



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Article Error You may need to use an article before this word. Consider using the article **the**.



Prep. You may be using the wrong preposition.



Article Error You may need to remove this article.



Article Error You may need to use an article before this word.



P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



Sp. This word is misspelled. Use a dictionary or spellchecker when you proofread your work.



S/V This subject and verb may not agree. Proofread the sentence to make sure the subject agrees with the verb.



S/V This subject and verb may not agree. Proofread the sentence to make sure the subject agrees with the verb.



Proofread This part of the sentence contains an error or misspelling that makes your meaning unclear.



Article Error You may need to use an article before this word.



P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



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P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



Frag. This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.



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PAGE 5



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P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



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Prep. You may be using the wrong preposition.



Article Error You may need to use an article before this word.



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P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



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Possessive



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Missing "," Review the rules for using punctuation marks.



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