

Kinds and Functions of Maxim Politeness in The Kelly Clarkson Show

Buha Nisa H. Tampubolon¹, Rahmadsyah Rangkuti^{2}, Ely Hayati Nasution³*

^{1,2,3} English Department, Universitas Sumatera Utara, Indonesia

Abstract. This article aims to discuss the kinds and functions of some maxim of politeness which is used in The Kelly Clarkson Show. Two theories are used in doing this research, the first is the theory proposed by Leech Principles of Pragmatics (1983) and the second is a theory proposed by Searle Speech Event (1979). In doing this research the writer uses descriptive and qualitative by Miles, Huberman and Saldana (2004) to analyze the research. The source of data in this thesis taken from the YouTube videos The Kelly Clarkson Show. The data are the utterances of the host and the guests in the videos. The finding of this research shows that there are three kinds of the maxim which are used in these videos they are Approbation, Agreement, and Modesty Maxim. The most dominant maxim found is the Approbation maxim. Then, there were two kinds of functions of the maxim of politeness found in The Kelly Clarkson Show, they are convivial and collaborative.

Keywords: Politeness, Maxim, Speech-event.

Received [16 Apr 2021] | Revised [10 Aug 2021] | Accepted [18 Sept 2021]

1 Introduction

Language is foremost a means of communication, and communication almost always takes a place within some sort of social context. In doing communication, there always two or more participants, when the speaker is talking the hearer must be able to interpret the meaning of the speaker's utterance. But, sometimes, there is a difference between what the speakers utter and what they mean, that is the reason why everyone should have the ability to interpret the meaning of what the speaker's utterance. Therefore, there is a subject called pragmatics that covers and discusses this phenomenon. There are several discussions related to pragmatics, they are deixis, implicature, presupposition, speech act, politeness and conversation analysis. In this article the researcher focuses on discussing the kinds and the function of the maxim of politeness in The Kelly Clarkson Show by applying the theory of politeness principles proposed by Leech (1983) it covers six maxims based on the politeness principles. They are Tact, Generosity, Modesty, Approbation, Modesty, Agreement and Shymphyat Maxim. The researcher chooses these

* Corresponding author at: English Department, Universitas Sumatera Utara, Indonesia

E-mail address: syahkuti@gmail.com

videos because all the figures in videos are famous people and also while doing the conversation in that show the writer can find the data and they used maxim of politeness and it can be a good example and gives an impact to the society to imitate the politeness in daily conversation.

Leech (1983) states that pragmatics is the study of meaning concerning speech situations. The subject of pragmatics is very familiar in linguistics today and some researchers are interested in doing research in this field. In this research the writer focuses on politeness. Leech in his book proposed six maxims, they are ; Tact Maxim is minimizing the cost to others ; Maximize benefit to others. Generosity Maxim is minimizing benefit to self: Maximize cost to self. This maxim is self-oriented while the tact maxim is directed to others. Approbation Maxim is Minimize dispraise of others ; Maximize praise of others. This maxim says avoid saying unpleasant things about others, like compliment “What a marvelous meal you cooked” is highly valued according to approbation maxim. Modesty Maxim is minimize praise of self ; maximize dispraise of self. Agreement maxim is minimize disagreement between self and other; maximize agreement between self and others. Sympathy maxim is minimize antipathy between self and other ; maximize sympathy between self and other. According to oxford dictionary, the maxim is defined as a compact expression of a general truth or rule of conduct expressed in a sentence, while according to Longman dictionary of Contemporary English ; the maxim is a well-known phrase or saying, especially one that gives a rule for sensible behaviour. Simply, the maxim is a phrase that expresses something that is usually true or that people think is a rule for sensible behaviour. Maxim can be found in conversation or speech.

Politeness is one of the major of pragmatic study it is also an important aspect of society. Nowadays, politeness have become a popular topic to discuss with pragmatics researchers. Politeness principles are used to analyze the conversation in daily life, such as conversations in movies, drama, and also talk show. Leech (1983) in his book said taht politeness ; minimizing impolite beliefs, and there is corresponding positive person or maximizing the expression of polite beliefs which is somewhat lee important. As Leech said (2004:89), to have communicztive concord, the speaker should pay attention to and consider the conformity between socialpurpose (to maintain harmony) and illocutionary purpose should be following social purpose. Yule (1996)also said in his book pragmatics that politeness correlate to the degree of the relation of the speaker and the listener. The more we act politely our relation must be far close. On the contrary, the less we act politely the relation must be close. When the relation is not close, we can call someone by its title, degree, (Miss, Mr, Sir, Prof, etc.). The

function of the maxim of politeness can be found by using Leech theory called speech events.

Leech (2014) divided speech events by their illocutionary functions into four categories :

- a. Competitive : the illocutionary goal competes with the social, e.g. ordering, asking, demanding, or begging.
- b. Convivial : the illocutionary goal coincides with the social goal, e.g. offering, inviting, thanking, greeting, or congratulating.
- c. Collaborative : the illocutionary goal is indifferent to the social goal, e.g. asserting, reporting, announcing, or instructing.
- d. Conflictive : the illocutionary goal conflicts with the social goal, e.g. threatening, accusing, cursing, or reprimanding.

Leech related his classification of illocutionary functions to Searle's (1979) classification of illocutionary acts that affected his concept about politeness illocutionary acts are categorized as follows :

- a. Assertiveness, belong to the collaborative category since these locations tend to be neutral as regards politeness.
- b. Directives, belong to the competitive category and compromise the category of locations in which neg-politeness is important.
- c. Commissions, being performed in the interests of someone other than the speaker and belong to the convivial category.
- d. Expressives, are intrinsically polite and therefore belong to the convivial category. Certain expressive, however, may naturally be offensive and thus impolite (e.g. blaming and accusing). These belong to the conflictive category.
- e. Declarations, are institutional rather than personal acts and as such, scarcely be said to involve politeness.

2 Research Method

The witer applied descriptive qualitative approach to analyze the research. Qualitative procedures rely on text, Creswell (2009). The writer collected the data from the conversation in the talk show. This research used the techniques of searching, collecting, classifying, analyzing the data, and the drawing the conclusion. There are four types of data collection in qualitative research, namely observations, interviews, documents, and audio-visual materials (Creswell, 2009). Then, the writer chose one of them it is document. Then, in doing this research the writer

analyzed the data based on an interactive model proposed by Miles, Huberman, and Saldana (2014) with three phases of data analysis consisting of data condensation, data display, and conclusion drawing.

3 Results and Discussions

After analyzing the conversation in this talk show, the writer found the data which contained the maxim of politeness and then the writer analyzed the function of each maxim in the videos. The result found by the writer based on analysis, there are three kinds of maxim and also there are two functions of the maxim of politeness in this video viewed Searle's concept (1979) and Leech (2014).

3.1.Approbation Maxim

1. Kelly: ... I fell in love with him. This wonderful man... Nobody does that. The bold utterances above are included in the approbation maxim category. These utterances belong to Approbation Maxim because it is suitable with the theory proposed by Leech in his book that said approbation maxim is minimized dispraise of others; maximize praise of others. From the data, it is clear that Kelly maximizes praises to her guest by saying I fell in love with him. This wonderful man and to make it more obvious as praise she adds Nobody does that.
2. Kelly: ... Dan, you've just made an impact on me and everyone here and everyone that's going to see this show. This utterance also belongs to the approbation maxim, as Leech said in his book approbation maxim is minimize the dispraise of others; maximizes the praise of others and the approbation maxim is also defined as giving a high value to other's quality. In this utterance, Kelly praises Dan for his quality to make an impact on other people.
3. Rosita: ... I love it. I love the job. These utterances belong to the approbation maxim category based on the concept proposed by Leech in his book he said that approbation maxim is minimized dispraise of another; maximize praise of

- the other and also in this case Rosita gives a high value in answering the question.
4. Kelly: That's an unreal story. ... It's so beautiful. Based on the concept proposed by Leech, they belong to Approbation Maxim because Kelly gives a high value for Dan Price as the CEO of Gravity. As Leech said the Approbation Maxim is minimized dispraise of others; maximize dispraise of others, this maxim also avoids saying unpleasant things about others. Then Kelly added, "It's so beautiful." This utterance made it clear that Kelly praises her guest.
 5. Dan: ... she's such a hard worker, ... "She's such a hard worker," This bold sentence was uttered by Dan, and this belongs to Approbation Maxim because in this case, Dan prefers to say something which pleased the hearer. Leech also said in his book Approbation Maxim is minimized dispraise of others; maximize dispraise of others.
 6. Julianne: They're the future dancers. The bold sentence also belongs to Approbation Maxim, because Julianne praises the dads and their daughter who are taking ballet together. She said they're the future dancers. It means that the speaker maximizes praise of others and minimizes dispraise to others.
 7. Lily: ... it is so great ... In this case, Lily said it is so great to be back at NBC. According to the concept proposed by Leech, it is so great belongs to Approbation Maxim. Approbation Maxim is maximized praise to others and minimizes dispraise to others.
 8. Lily: This incredibly successful businessman named Ronald Perlman, who owned Revlon. They were so empowered. But what they didn't realize was they were the ones that helped us raise, along with fairness as well. They are the ones that helped us raise this money for this targeted therapy. And these became FDA approved. These were revolutionary and they help 85% of all the women with breast cancer and we hadn't seen anything like this in 60 years. On the concept proposed by Leech the bold sentences above belong to Approbation Maxim, because the speaker praises the hearer as viewed from the definition of Approbation Maxim is maximized praises to others and minimize dispraise to others.
 9. Kelly: Wow, that's amazing. According to the concept proposed by Leech that's amazing categorized as Approbation Maxim, Approbation Maxim has

- maximized praises to others and minimize dispraise to others. In this case, Lily as the host of the talk show responds to the hearer's experience with praises her.
10. Kelly: Amazingly, you did that, but it might not have happened without you caring. Related to the concept proposed by Leech the bold sentence above belongs to Approbation Maxim. Approbation Maxim is maximized praise to others and minimize the dispraise of others. In this case, the speaker praises the hearer because what she is doing is helpful.
 11. Kelly: How proud would Brandon be for you? According to the concept proposed by Leech the bold sentence above belongs to Approbation Maxim, because the speaker praises the hearer by asking her how proud would Brandon be for you? This question shows that the speaker sure that Brandon the hearer's husband will be very proud of her.
 12. Kelly: Your obsession is something that's helping millions of people. Your obsession is something that's helping millions of people, based on the concept proposed by Leech this one belongs to Approbation Maxim because Lily as the speaker praises her guest because she is helping so many people and it's just really amazing.
 13. Man: Amazingly, you've reached 81 million dollars. Based on the concept proposed by Leech this also belongs to Approbation Maxim, because of not only Kelly as the host of the talk show who proud of Lily but also another guest proud of her and praises her.
 14. Lily: You are fabulous. According to the concept proposed by Leech you are fabulous belongs to Approbation Maxim, because the speaker praises the hearer. In this case, Lily proud of Kelly and her praises her. This is related to the definition of Approbation Maxim is to maximize praise to others and minimizes the dispraise of others.
 15. . Lily: And all over the world danced. It was incredible. It was incredible, based on the concept proposed by Leech this utterance belongs to Approbation Maxim is maximized praise to the other and minimize dispraise of others, therefore, in this case, we know that the speaker praises the hearer then it's categorized as Approbation Maxim.
 16. Kelly: It's an honor to meet you. You're changing lives and saving lives. It's an honor to meet you. You're changing lives and saving lives, viewed from the

concept proposed by Leech these utterances belong to Approbation Maxim. Approbation Maxim is maximized praise to others and minimize the dispraise of others. In this case, Kelly as the host of the talk show praises her guest his name is Dr. Solomon, who helps many people to cure cancer.

17. Kelly:... tell us about the work in your cool lab.Based on the concept proposed by Leech tell us about the work in your cool lab this utterance belongs to Approbation Maxim. Approbation Maxim is to maximize praise to others and minimize the dispraise of others.
18. Kelly: That's amazing, that's amazing.Based on the concept proposed by Leech the bold sentence above belongs to Approbation Maxim, utterances belongs to Approbation Maxim. Approbation Maxim is maximized praise to others and minimizes dispraise of others because after the hearer told Kelly what he is doing in the lab, Kelly praises the hearer by saying that's amazing, that's amazing.

3.2.Agreement Maxim

1. Dr. Terrance: Absolutely.According to the concept proposed by Leech belongs to Agreement Maxim it is Minimize disagreement between self and other; Maximize agreement between self and other, because in this case, Kelly states that Dr. Terrance as a man, it means he is old enough and of course Dr. Terrance agreed with her statement.
2. Dr. Terrance: Absolutely, ...When Dr. Terrance said, according to the concept proposed by Leech it belongs to Agreement Maxim, Agreement Maxim is minimizing disagreement between self and other; Maximize agreement between self and other, in this case, he agrees with her statement.

3.3.Modesty Maxim

1. Lily: Of course, I didn't do that.Based on the concept proposed by Leech the bold sentence, of course, I didn't do that belongs to Modesty Maxim. Modesty Maxim is minimizing praise of self; Maximize dispraise of self. In this case, the speaker gives low value to her qualities, or in another word Modesty Maxim is self-devaluation.
2. Lily: But not by myself.According to the concept proposed by Leech this one belongs to Modesty Maxim, Modesty Maxim is Minimize praise of self; Maximize dispraise of

self. In this case, the speaker doesn't want to pride in herself, but on the contrary, she is doing self devaluation.

3.4. Functions of Maxim of Politeness

1. Convivial

1. Kelly: ... **I fell in love with him.** This wonderful man... Nobody does that. The bold sentences above belong to Approbation Maxim, and the function of maxim above is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-event namely praising.
2. Kelly: Dan, **you've just made an impact on me and everyone here and everyone that's going to see this show.** The bold sentence above belongs to Approbation Maxim, and the function of the maxim of politeness above is convivial. Convivial means that the illocutionary goal coincides with the social goal, based on Searle's concept (1979) it is classified as expressive speech-event the sentence is praising.
3. Rosita: ... I love it. I love the job. The sentence above belongs to Approve Maxim, and the function of maxim above is convivial it means that the illocutionary goal coincides with the social goal. They are classified into expressive speech-event, namely praising.
4. Kelly: **That's an unreal story. ... It's so beautiful.** The bold sentences above belong to Approbation Maxim, and the function of that maxim is convivial it means that the illocutionary goal coincides with the social goal. They are classified into the expressive speech - act, namely praising.
5. Dan: **She's such a hard worker,**... The bold sentence above belongs to Approbation Maxim, and the function of that maxim is convivial it means the illocutionary goal coincides with the social goal, it's also classified into expressive speech-act namely praising.

6. Kelly: No boss sounds like that. That's amazing. The sentences belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.
7. Kelly: **This is so cool...** The bold sentence belongs to Approbation Maxim, and the function of that maxim is convivial it means that the illocutionary goal coincides with the social goal. It's classified into the expressive speech - act, namely praising.
8. Kelly:... crazy and awesome. ... I love you. The sentences belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.
9. Kelly:... we love the little guy and gal, ... He's so passionate. The sentences belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.
10. Dan: That is so great. The sentence belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
11. Dan: And he does the coolest workout, meditation health practice. It's so inspirational to the whole team. The sentences above belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.
12. Kelly: I love how casual you were about that. That's amazing. The sentences above belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.

13. Kelly: You're such a good guy. The sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
14. Kelly: That's so adorable! ... Now, Erin's classes are more popular than ever. The sentences above belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.
15. Derrick: You guys are awesome. The sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
16. Student: You're always the kind of person I love it when you cut my hair because it's better than my regular barber shop. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
17. Student: You make me feel amazing. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
18. All students: We love you. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
19. Kelly: Look how happy they are. My favorite, though, was like, you'd nailed it more than my barber shop. That's so touching. Look what you're doing. Like you're impacting the lives of these young men. And no matter what they do in life, they'll remember you for that. That's so cool. The bold sentences above belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.

20. Dr. Terrance: It's touching. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
21. Kelly: So the fact that you're taking the extra time and thought and putting your heart into that is cool. And I hope this is a domino effect for a bunch of teachers and principals and it's so cool. The bold sentences above belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.
22. Kelly: So this is incredible. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
23. Lily: ... it is so great... The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
24. Kelly: Wow, that's amazing. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
25. Kelly: Amazingly, you did that, but it might not have happened without you caring. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
26. Kelly: How proud would Brandon be with you? The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.
27. Kelly: Your obsession is something that's helping millions of people. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it

means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.

28. Man: Amazingly, you've reached 81 million dollars. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.

29. Lily: You are fabulous. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.

30. Lily: It was incredible. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.

31. Kelly: It's an honor to meet you. You're changing lives and saving lives. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.

32. Kelly: All right. Well, tell us about the work in your cool lab. The bold sentence above belongs to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, it's classified into expressive speech-act namely praising.

33. Kelly: That's amazing, that's amazing. The bold sentences above belong to the Approbation maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely praising.

34. Lily: Of course, I didn't do that. The bold sentences above belong to Modesty Maxim, and the function of the maxim is convivial it means the illocutionary goal coincides

with the social goal, they are classified into expressive speech-act namely self-devaluation.

35. Lily: But not by myself... The bold sentences above belong to Modesty Maxim, and the function of the maxim is convivial it means the illocutionary goal coincides with the social goal, they are classified into expressive speech-act namely self-devaluation.

3.5. Collaborative

1. Kelly: You're a man. Dr. Terrance: Absolutely. The bold sentence above belongs to Agreement Maxim, the function of the maxim is collaborative it means that the illocutionary goal indifferent to the social goal, it's classified into assertive speech-act namely agreeing.
2. Kelly: Cause you cared enough too. Dr. Terrance: Absolutely, ... The first bold sentence above belongs to Agreement Maxim, the function of the maxim is collaborative it means that the illocutionary goal indifferent to the social goal, it's classified into assertive speech-act namely agreeing.
3. Dr. Terrance: Oh. The bold sentence above belongs to Agreement Maxim, the function of the maxim is collaborative it means that the illocutionary goal indifferent to the social goal, it's classified into assertive speech-act namely agreeing.

4 Conclusions

There are three kinds of maxims of politeness found in the Kelly Clarkson Show. The most dominant utterances belong to Approbation Maxim. It means that the speaker praises the hearer, as Leech said Approbation Maxim is maximized praise to other : minimize dispraise to other. Related to Searle's concept, the functions of politeness found in The Kelly Clarkson Show is convivial and collaborative, some of the utterances belong to Expression and Assertive.

REFERENCES

- [1] Creswell, J. (2009). *Research design : qualitative, quantitative, and mixed methods approach*. Los Angeles: SAGE Publications
- [2] Leech, G. (1983). *Principles of pragmatics*. New York: Longman
- [3] Leech, G. (2014) *The pragmatics of politeness*. Oxford Studies in Sociolinguist. New York: Oxford University Press.
- [4] Miles M. B., Huberman M. A., & Saldana, J. (2014). *Qualitative data analysis*. London : Sage Publication.
- [5] Searle, J. (1979). *Expression and meaning; Studies in the theory of speech acts*. New York: Cambridge University Press.
- [6] Yule, G. (1996). *Pragmatics*. Oxford. Oxford University Press.