

Steve Harvey'S Politeness Principle As Host On The Cute Kids Playlist For The 2019-2022 Period On The Steve TV Show YouTube Channel

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Abstract: The thesis aims to identify the relationship between participants and the use of the maxim on the politeness principle in the YouTube channel. The politeness principle is one part of pragmatics that plays a role in communication in social life. This qualitative research is based on the descriptive analysis method by focusing on the presenter's speech. The data are collected by using uninvolved observation and note-taking techniques. This study shows that the dialogue between participants has an intimate relationship and the approbation maxim is dominantly used by a speaker to create a good image of the presenter.

Keywords: Pragmatics, Politeness Principle, and Maxim

Introduction

Currently, people who apply the politeness principles can be seen in the communication process, as can be felt in everyday life and can even be found on various television shows and various platforms, one of which is the YouTube channel. YouTube is a site that uses the web to carry out interesting events, where someone can share and display recordings and movements so that they can be seen and appreciated by many people (Ariana, 2016).

One of the events on the YouTube channel is a talk show. A talk show is a television or radio program in which a person or group gathers to discuss various topics in a relaxed atmosphere led by a presenter or host (Lusia, 2006). A presenter as a dialogue traffic guide usually uses certain polite language when dividing turns, responding, and interrupting the conversation because conversation time is limited.

Nowadays talk shows can not only be seen on television but can also be seen on YouTube channels. Usually, talk shows are packaged as relaxed, light events, and do not focus on sensations. The dialogue and utterances on the Steve TV Show YouTube channel are an interesting phenomenon to study. Seeing that the public often consumes YouTube channels in their daily lives, this is related to the research that will be proposed. People often consume YouTube channels for academic purposes, selling, promotional activities, and much more.

On the Steve TV Show YouTube channel, there is a talk show with Steve Harvey as the host who communicates with the children as participants. This can be seen from the social distance rating scale based on the age difference between 65-year-old Steve Harvey communicating with children aged 4 to 13 years. Khushi said that children are newborns (0 years old) to 14 years old. This can be interpreted as if someone over 14 years old is not included in the category of children. Meanwhile, participants who are 65 years old according to the Ministry of Health of the Republic of Indonesia in 2009 are classified as late elderly with an age scale of 56-65 years (Team Muamala, 2018). The use of maxims in the principles of politeness can be found in videos on the YouTube channel because several utterances describe polite language in everyday life, such as in the Steve TV Show YouTube video.

Steve Harvey's YouTube channel has been active since January 22 2012 until now. In this research, the Steve TV Show YouTube channel was chosen to identify Steve Harvey's relationship with its participants and Steve Harvey's use of maxims in the politeness principles on the Steve TV Show YouTube channel on the Cute Kids playlist for the 2019-2022 period.

The author is interested in compiling and digging deeper into the types of politeness maxims that Steve Harvey uses when communicating with children on the YouTube channel Steve TV Show which are found in the dialogue in the Cute Kids video playlist. Understanding more clearly the context of the conversation, becomes the focus of research, especially in the speech in the conversation between Steve Harvey and his participants, namely the children in the videos on the Cute Kids playlist on the Steve TV Show YouTube channel.

The aim of the research entitled "Steve Harvey's Politeness Principle as Host on the Cute Kids playlist for the 2019-2022 Period on the Steve TV Show YouTube Channel" is to identify and describe the relationship between the speaker, namely Steve Harvey, and his participants, namely children, and analyze the maxims in the politeness principle stated by Steve Harvey in the Cute Kids playlist for the 2019-2022 period on the Steve TV Show YouTube channel.

Research Methodology

This research is included in the type of qualitative research. This research focuses on data in the form of dialogue spoken by Steve Harvey on the Cute Kids playlist for the 2019-2022 period on the Steve TV Show YouTube channel related to the maxim of politeness. The author will examine and explain the maxims of politeness contained in Steve Harvey's speech in the Cute Kids playlist for the 2019-2022 period on the Steve TV Show YouTube channel.

In the data analysis step, an analysis of the relationship between Steve and his participants and the types of maxims in the politeness principle were carried out regarding the research data. Each data included in the maxim will be classified according to the maxim of politeness, then the data in the form of dialogue is described in the accompanying context, and analysis is carried out on the words, phrases, and sentences that are part of the maxim of the politeness principle. The final step will be to draw conclusions based on the data analysis.

Literature Review

Politeness Principle

The factor that can influence a conversation when speakers choose to use language is the term social dimension. The social dimensions are social distance, status scale, formality scale, and functional scale as stated by (Holmes, 2013).

1. Long Distance Solidarity Scale

This solidarity scale describes high solidarity and low solidarity. High solidarity is determined by the intimate relationship between participants. Meanwhile, low solidarity shows a distant relationship between participants. So, this scale is used to ascertain that how well a person knows another person is an important factor in language choice.

2. Hundred Scale

The status scale describes the vertical relationship status between participants, namely high and low status. This scale refers to the importance of selecting codes that are appropriate to the relationship status of people among participants.

3. Formality Scale

This formality scale is always related to the setting and type of interaction which is useful for assessing the influence of the social setting or type of interaction on language choice. The more formal the setting, the higher the level of formality of the language chosen, and vice versa.

4. Referential and Affective Functioning Scale

This scale has a close relationship between the purpose of the conversation and the subject of the interaction. The level of closeness between speakers can indicate the purpose of a more intimate conversation or not, depending on the existing social closeness.

Definition of Politeness Maxim

In the politeness principles, some maxims must be obeyed, some parts of the maxims in the politeness principles are wise, generous, humble, and sympathetic. Rohmadi (2017) quotes that Leech (1983) believes that there is a politeness principle which is translated into six maxims, namely:

1. Tact maxim is a rule in a speech that minimizes losses to the interlocutor and maximizes profits for the interlocutor expressed in positive and commissive speech.
2. Generosity maxim is a statement that minimizes profits for oneself and maximizes losses for oneself. For example, offers, invitations, and promises are essentially generous acts. This maxim is expressed in commissive and impositive sentences.
3. Modesty Maxim is a rule in speech that maximizes disrespect for oneself and minimizes respect for oneself. The maxim of humility is expressed in expressive and assertive sentences.
4. Agreement maxim in speech to maximize agreement between oneself and others to occur as much as possible and to foster mutual agreement by minimizing disagreements to occur as little as possible. This maxim is expressed in expressive and assertive sentences.
5. Sympathy maxim is a rule in a speaker's speech by maximizes feelings of sympathy for other people and minimizes feelings of antipathy towards other people. This maxim is expressed in assertive and expressive speech. In this part of the maxim, the speaker is expected to express the statement according to the conditions to show sympathy with expressive speech
6. Approbation maxim or acceptance is a rule in a speaker's speech to minimize disrespect for others and maximize praise for others. This maxim is expressed in expressive sentences which function to express the attitude towards the situation implied in the speech.

Speech Acts

The next theory used to express language politeness from a sociolinguistic perspective is speech acts. Astrid (2018) quotes according to Chaer (2004: 50) speech acts are individual

symptoms, psychological in nature, and their continuity is determined by the speaker's language abilities in dealing with certain situations. Tarigan (1960:36) states that about speech acts, every utterance or utterance contains certain aims and objectives. Thus, it can be concluded that speech acts are actions shown by words or utterances by speakers that contain certain intentions.

Result and Discuss

Analysis of Steve Harvey's Relationship as Host with His Participants in the Cute Kids playlist for the 2019-2022 Period on the Steve TV Show YouTube Channel.

In this section, data on the relationship between Steve Harvey and his participants, namely children, are presented. The data analyzed is based on Janet Holmes' theory, namely the solidarity scale, status scale, formality scale, and function scale.

1. Status Scale

Data #1

- a. Participants: Harvey with Nichol, an 8-year-old child.
- b. Setting: Studio
- c. Topic: Harvey asks how Nichol is
- d. Objective: Convey information

Dialog

- (1) Steve: Hey Nicholas! How are you doing, man?
- (2) Nichol: I'm doing great, how are you?
- (3) Steve: You don't know what it feels like to be a grown man and be talking to a child and you don't know how to talk to 'em, cause, um, you are scared, he may something with a big word in it and don't know what it is?
- (4) Nichol: Can I do it right now?
- (5) Steve: Yeah, go ahead, let me try it.

(An 8-Year-Old Walking Dictionary || STEVE HARVEY 00:36 - 00:55) (Period 22 May 2019) 5th Video

From the transcript above, it can be seen that the setting is in the studio, the atmosphere of the conversation starter looks relaxed/informal with a warm greeting where Harvey immediately asks how Nichol is. As conveyed by Harvey in speech (1), calling his interlocutor with the word "man", this greeting is used to address adults, but Harvey used this word for his 8-year-old interlocutor. Looking at the status scale, it can be categorized as Harvey is superior, he plays the role of interviewer, and Nichol is subordinate, namely the interviewee. This shows the scale of formality that the greeting is informal or unofficial. Apart from that, the greeting "man" seems to show the scale of intimate solidarity between Harvey and Nichol, namely the participant who is still 8 years old. Then it can be seen that the function of this conversation is affective, which means it has a low content of new referential information or new information because the purpose of the conversation is only to convey personal information from the participants.

Data #2

- a. Participants: Harvey with 11-year-old Javon.
- b. Setting: Studio
- c. Topic: Harvey asks how Javon is doing

d. Objective: Convey information

Dialog

(1) Steve: My man, what's going on you baby?

(2) Javon: Afternoon

(3) Steve: Sit down, boy.

(Steves Talented Kids II STEVE HARVEY) (Term 18 June 2022) 2nd Video

Speech (6) Harvey started the conversation by asking Javon and he also called Javon "my man", "baby", and "boy" in speech (8) which gave an intimate impression to the participants. The status scale is visible, Harvey is in a superior position as an interviewer and Javon is in a subordinate role with the interviewee role. Even though the setting is in the studio, the impression that Harvey gives as a host or interviewer brings an informal type of interaction by using informal address words in utterances (6) and (8). Harvey's social closeness to Javon proves that the conversation function scale is affective and has little new information because it only talks about the participant's matters.

2. Function Scale

Data #3

a. Participants: Harvey with 8-year-old Miguel.

b. Setting: Open space

c. Topic: Harvey asks how Miguel is doing

d. Objective: Convey information

Dialog

(1) Steve: What's up Miguel? Hey, what's up, boy? Yeah, and he's just a kid, the thing I like about this kid is he's really smart, but he's just a kid. How are you doing, man?

(2) Miguel: Good

(3) Steve: OK

(An Unbelievable 8-Year-Old Math Genius! II STEVE HARVEY 00:05-00:20)
(Term 2 July 2022) 1st Video

In this conversation, Harvey welcomes Miguel's arrival by asking how he is and greeting Miguel as "boy" and "man" by speech (9) which shows an intimate impression between the participants that Harvey also previously knew who Miguel was. Looking at the status scale, Harvey plays a superior role, namely as an interviewer, while Miguel acts as a subordinate, namely as an interviewee. Even though this conversation is set in an open outdoor setting, the type of interaction between participants looks informal with Harvey's use of words in speech (9) calling Miguel "boy" and "man". This shows a low or non-standard level of language formality. The scale of this conversational function is limited to conveying information from the interlocutor which is included in the affective function because it can be seen that Harvey has an intimate relationship with Miguel.

Analysis of the Types of Maxims

The number of participants in the Cute Kids playlist for the 2019-2022 period on the Steve TV Show YouTube channel is 13 people who are categorized as children. Harvey is a presenter who applies a type of maxim in the politeness principles which is analyzed based on Leech's theory.

1. Tact Maxim

Data #4

Context: Harvey welcomes 8-year-old Miguel as his participant.

- (1) Steve: What's up Miguel? Hey, what's up, bro? Yeah. And he's just a kid, too, I like about this kid because he's really smart, but he's just a kid. How are you doing, man?
- (2) Miguel: Good.
- (3) Steve: Okay, didn't want to pressure you, just a little question. Do you live here in Florida?

(An Unbelievable 8-Year-Old Math Genius! || STEVE HARVEY 0:05-0:026) (Term 2 July 2022) 1st Video

The utterance (14) uttered by Harvey "Do you live here in Florida?" gives a polite impression by using question sentences instead of command sentences or in the form of impositive speech which gives the person you are saying the opportunity to answer. This is included in a speech that minimizes Miguel's losses as a participant because it does not incriminate the interlocutor in the subsequent discussion so that Harvey's speech falls within the maxim of wisdom.

2. Generosity Maxim

Data #5

Context: Harvey is talking about Mike Tyson with 11-year-old Javon, where Mike Tyson is his idol.

- (1) Steve: We got a gift for you too.
- (2) Steve: And I got it right here man, this buddy.
- (3) Steve: This is signed by Mike Tyson. Mike Tyson signed it and sent it to you man.
- (4) Javon: Thank you so much.

(Steve's Talented Kids! || STEVE HARVEY 13:48 - 14:05) (Term 18 June 2022) 2nd Video

The utterance above in utterance (15) is expressed by Harvey using the commissive form, namely an utterance that expresses a promise to Javon in the sentence "We got a gift for you too". Harvey will give Javon a "gift", so in this incident, the speaker is more focused on the interests of the person he is talking to, so it is polite enough for Javon to accept the gift from Harvey.

3. Modesty Maxim

Data #6

Context: Harvey and Nichol as 8-year-old participants are discussing Nichol's abilities and the book that Nichol wrote.

- (1) Nichol: I know.
- (2) Steve: But I didn't get that gift, when I was growing up.
- (3) Nichol: But you are smart.
- (4) Steve: Well, I appreciate you saying that man, yeah.
- (5) Steve: I'm smart about a couple of things, you know like a big word I'm not good at big words.

(An 8-Year-Old Walking Dictionary || STEVE HARVEY 1:37-1:53) (Period 22 May 2022) 5th Video

In speech (23) Harvey demeans his qualities after receiving praise from Nichol. The sentence "I'm smart about a couple of things, you know like big words I'm not good at big words." Harvey expressed this statement using an assertive form which stated the truth that he was not good at using or remembering "big words". Harvey's speech was included in the maxim of humility in the politeness principles.

4. Agreement Maxim

Data #7

Context: Harvey is helping 8-year-old Miguel show him a math trick he's mastered.

- (1) Miguel: Now think of a number between 1 and 100, but don't tell me what it is.
- (2) Steve: You want me to think of a number between 1 and 100?
- (3) Miguel: Yeah.
- (4) Steve: But don't tell you what it is?
- (5) Miguel: Yeah.
- (6) Steve: Okay.

(An Unbelievable 8-Year-Old Math Genius! || STEVE HARVEY 1:43-1:54) (Term 2 July 2022) 1st Video

Harvey begins the agreement with a question in utterances (25) and (27), namely "You want me to think of a number between 1 and 100?" and "But don't tell you what it is?" to confirm what he should do when helping Miguel. This sentence is said in an assertive form, namely asking about a statement of truth that will become an agreement. In utterance (29), Harvey uses an assertive utterance, namely stating "okay" meaning agreeing to Miguel's order so that there is an agreement between the speaker and the interlocutor. So, Harvey's speech fulfills the maxim of suitability in the politeness principles.

5. Sympathy Maxim

Data #8

Context: Harvey helps make one of 8-year-old Nichol's dreams come true.

- (1) Steve: Since you're a smart kid and you're trying real hard, I'm gonna buy 555 books and we're gonna put them in a school in Ghana.

(An 8-Year_Old Walking Dictionary || STEVE HARVEY 2:56) (Period 22 May 2019) 5th Video

Harvey (30) said in an assertive form, namely "I'm going to buy 555 books and we are going to put them in a school in Ghana." he expressed and showed his care for Nichol by making one of Nichol's dreams come true by participating in buying a book by Nichol. Harvey stated this honestly and maintained his opponent's feelings using language that was easy for Nichol to understand. So, Harvey's speech can comply with the maxim of sympathy.

6. Approbation Maxim

Data #9

Context: Harvey welcomes Ariana as his 6-year-old participant.

- (1) Steve: Good to see you again.
- (2) Ariana: Good to see you again too.
- (3) Steve: You look awfully nice today.

(4) Ariana: Thank you, you are handsome too.

(Steve's Top 3 Kid Interviews || STEVE HARVEY 0:25-0:30) (Period 1 March 2019)
4th Video

Speech sentence (33) Harvey praised Ariana's appearance when she arrived as a conversation starter in the sentence "You look awful nice today." by using an expressive form, namely expressing praise to the participant, this is included in the maxim of praise because it gives a polite impression.

Data #10

Context: Harvey with 11-year-old Javon are talking about Mike Tyson who has given Javon a video surprise.

- (1) Steve: You got a lot of skills man.
- (2) Javon: Thank you.

(Steve's Talented Kids! || STEVE HARVEY 13:43- 13:45) (Term 18 June 2022) 2nd
Video

In a speech (35) "You got a lot of skills man" Harvey praises Javon because of Javon's extraordinary abilities at the age of only 11 years. Harvey's way of expressing his speech uses an expressive form, namely praising Javon, so that Harvey's speech shows a polite impression and falls within the maxim of praise in the politeness principles.

Data #11

Context: Harvey is talking to his participant, 9-year-old Cookie.

- (1) Steve: I like that Cookie, we look forward to your career okay keep going.

(An Incredible 9-Year-Old Female Wrestler Breaking Boundaries 2:38) (Period 3 July 2019) 3rd Video

In utterance (37), Harvey intends to be polite to Cookie in the sentence "I like that Cookie" as the participant has the talent of a wrestler at the age of 9 by stating that Harvey likes Cookie's abilities. This utterance sentence (37) uses the assertive form, where Harvey expresses interest in the participant, so Harvey can communicate honestly and still respect the participant. So in this incident, Harvey was able to be polite to the participants.

Data #12

Context: Harvey talks to 13-year-old Jaequan Faulkner as a Hot Dog vendor.

- (1) Steve: You are doing pretty good man, you've got legitimacy. I also know that business costs can get expensive. So our friend at ConAgra who is famous for the Hebrew National Hot Dog brand.

(Steve's Top 3 Kid Interviews || Steve Harvey 6:40-6:53) (Period 1 March 2019) 4th
Video

Saying (38) Harvey in the first sentence "you are doing pretty good man" is praising is included in the form of expressive speech. Harvey was amazed at Jaequan's persistence as a Hot Dog seller so he said words of praise and made Jaequan feel comfortable with Harvey's words. This proves that Harvey is being polite by maximizing praise for other people so that his speech can be categorized under the maxim of praise.

Conclusion

Based on the results of data analysis, it can be seen that Harvey's relationship as a presenter with his participants is that the children have a high scale of solidarity as evidenced by the intimate relationship between the participants. Harvey's status scale as host is categorized as superior and his participants as resource participants are categorized as subordinate, describing the vertical relationship between participants. The scale of formality that is visible is a type of low level of language formality or informal interaction conditions set in the studio. The scale of the function of the conversation between Harvey and his participants is affective due to the low content of new referential information from the resource participants which only aims to convey personal information from the resource participants.

Of the six types of maxims, the maxim that was more dominantly used by Harvey with his participants was the approbation maxim of ten data. Furthermore, maxims that rarely appear or are little used are tact maxi), modesty maxim, and sympathy maxim with one data each. Meanwhile, the generosity maxim and agreement maxim were found in Harvey's speech in two pieces of data.

From this research, it can be concluded that Harvey as the host of the Cute Kids playlist on YouTube Steve TV Show, who has an intimate closeness and superior status, can create informal types of interactions and have affective conversational content with his participants, namely children. Apart from that, Harvey can obey the six maxims in the politeness principles which is more dominant in obeying the maxim of approbation towards its participants, namely children.

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