

Relationship Between Strategies and Maxims Combination Pattern With Malay Politeness in Radio Talk Show

A Johari¹, N Z N Mokhtar², N H M Ismath³, M Z Ismail⁴

^{1,2,3,4}Kulliyah Languages and Management, IIUM, Pagoh Edu Hub, KM1, Jln Panchor, 84600, Pagoh, Muar, Johor Darul Takzim

{arinajr@iium.edu.my¹, mnzainiyah@iium.edu.my², hanilah@iium.edu.my³, zuber77@iium.edu.my⁴}

Abstract. This study was conducted in order to explore and identify the use of Strategies and Maxims Combination Pattern (SMCP) by participant of talk show titled “Celik Mata, Reset Minda Orang Yang Tenang” aired by IKIMfm radio and its relation with The Features of Malay Politeness (FMP). The analysis focuses on the host (P), invited guest (TU) and callers (PG) and facebook respondent (FBR) dialogues in the content structure of talk show. Some methods are applied such as text analysis, transcription, encoding and others. The study evolved around two different theories; Brown and Levinson’s Politeness Theory (1987) and Grice’s Maxims (1975) that produce a SMCP while FMP is a result of merging and modification process of Asmah (2000), Awang (2007) and Tenas (2011) model. The four patterns of combined strategies that contain P1, P2 and P3 as the core patterns and optional patterns have been formed, namely Pattern A, Pattern B, Pattern C and Pattern D. P1 represents the Off Record sans match which was seen as optional, whereas P2 (a Politeness strategy, both positive and negative) was observed to be used as a core pattern. P3 (Off Record strategy) is used as an option in phrases that involved a certain combination that can be deemed as a core pattern. The findings show that all the participants have applied Pattern A second variation to achieve conflict-free situations. It’s also shows a significant relation with the variation of features in FMP, namely RPSS+TF+RI and incomplete FMP - involving two FMPs and one FMP.

Keywords: *Malay Politeness Theory, Strategies, Radio Talk Show, Non-Conflicting Situations, Discussion in Context.*

1 INTRODUCTION

Radio talk show programs have significantly developed in recent years. It simply can be heard through the newly emerging programs in any radio stations nowadays. One of them is phone-in motivational talk show (*Celik Mata Reset Minda - Orang Yang Tenang*) aired by IKIMfm, every Wednesday at 10.00 to 11.00 AM. IKIMfm is the one and only Islamic radio station in Malaysia. This show represents a form of integrated motivational talk and Islamic concepts by a prominent invited Guest speaker, Prof. Muhaya Mohamad; a well-known eye and lasic specialist in Malaysia. In this program, the listeners are invited by the host to raise their concerns (ask for advice) by contacting the radio station and speak to guest speaker or via IKIMfm social facebook page. For callers, questions are discussed by invited guest (giving advice) immediately after they have finished asking the question and when

conversation ended. While queries from the FB respondents, the discussion was only done after the host finished reading their questions to the guest.

This talk show was selected due to the fact that IKIMfm is the only radio station that is 90% interactive. The producer of this programme was very much in tuned with a diplomatic interactive approach that is mindful of not being too insensitive or overbearing. This programme is also very much oriented to the concept of edutainment where education and entertainment are integrated. Its objective is to educate the listeners with information that are spiritually beneficial and Islamically inclined. In relation to this objective, the language use has to be polite which is seen imperative for the host of this talk show to observe and be very mindful of. According to [7] cited from Heritage and Drew (1992); Have Ten (1993, 1999), interactions, that occurred in a radio talk show where it is very much inclined towards taking call ins, do have a very significant differences with regards to the complexity of its nature compared to the normal conventional conversations. In this case, some acts done by the host can possibly do the Face Threatening Act (FTA) which is an act that inherently threaten the face of the hearer or the speaker by acting in opposition to the wants and desires of the other, furthermore it may be offensive to the guest's positive face [5], p.60. Hence, based on this theory, this study aimed to analyze and identify the Politeness Strategy used by the respondents who are the host, invited speaker, the caller and queries sent by FB respondents, in asking and giving advice in a very conducive and conflict free environment.

It is very crucial to maintain a conflict free environment when asking and giving advice in the Malay society as it is very much in line with the practices and believes of the religion and culture. The act of giving advice according to the Malay culture has to been done with utmost care because the repercussion would involve a misunderstanding amongst families and acquaintances. This is supported by [8] who stated that in the Malay community, advice is handed out in a gentle manner, full of care and love. Therefore, this study is hoped to discuss the Politeness Strategy opted by the participants of this study and at the same time would contribute a new insight to the field of Pragmatics. In brief, this study is aimed at identifying 1) the used of strategy and maxim politeness' combination patterns by participants in talk show, and 2) the relationship between strategy and maxim politeness' combination patterns applied with FMP.

1.1 Research Method

This study applied a number of methods; 1) library research, 2) downloading the materials, 3) transcription, 4) text analysis by structuring the talks, classifying dialogues and conversations' context, labeling and coding. The total number of 135 dialogues from host (P), invited guest (TU), callers (PG) and facebook respondent (FBR) in the content structure of talk show were analyzed. This study also highlighted the amount and percentage of data in the form of scheduling and qualitative methods.

The analysis applied two Western (B&L and Grice) and three local theories; Asmah (2000), Tenas Effendy (2011) and Awang Sariyan, 2015). Both Western theories are combined to form a Strategy and Maxim Combination Patterns while both local theories formed the FMP. The strategy and maxim combination pattern is then linked to the FMP to form a model of SMCP for a more precise and comprehensive finding. The details of the SMCP's model formation are as shown in Figure 1 below.

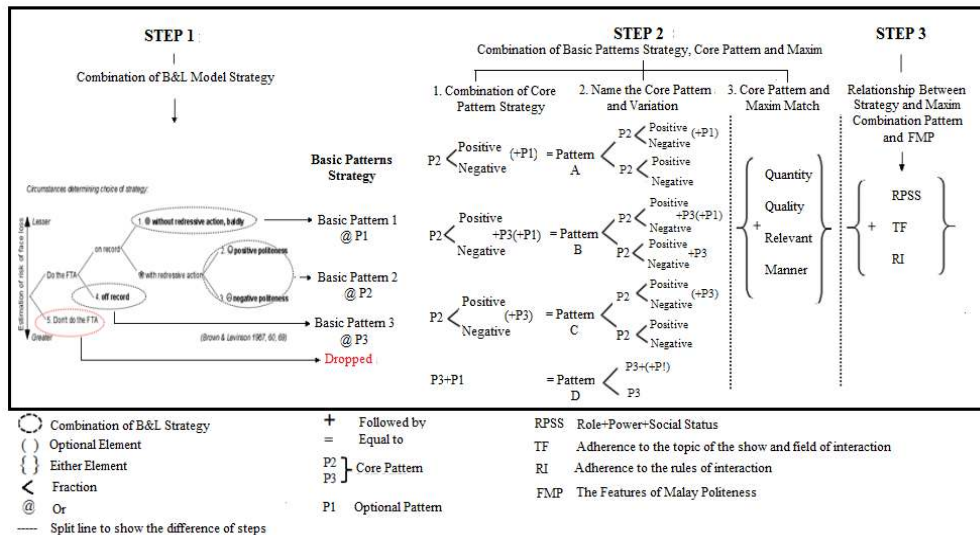


Figure1. A Model Of Strategy And Maxim Combination Pattern

1.2 Result and Discussion

The study found that there are four pattern variations applied by the participants in the content structure of talk show ie Pattern A first variation, Pattern A second variation, Pattern B first variation and Pattern B second variation. Analysis also found that the used of Positive Politeness, Negative politeness, Off-record strategy and Bold on-record strategy by the participants in each pattern variation showed the difference in the selection of sub-strategies, maxim match and frequency of use. The findings that emerged from this data sets are situations where the respondents are found to **use the same pattern and variation** as well as **different patterns and variation within the same context of conversation**; either opting for one of the variation or both. Details of the situations described are shown in Table 2.

In Table 2, the guest speaker showed a dominant application with 54 (48.21%) dialogues and four pattern variations. **Pattern A second variation** (a combination of core pattern P2 - matched to the four PK maxims), has the highest frequency of 35 (25.92%) dialogues; **Pattern A first variation** (core pattern P2 with optional pattern P1 followed by matching Quantity maxim), 8 (5.92%) dialog; **Pattern B first variation** (combination of core pattern P2, P3 and optional pattern P1 without a matched with any PK maxims), 6 (4.44%) dialogues; and the **Pattern B second variation** (combination of the core pattern P2 and P3 – a clear matched with the Manner Maxim), 5 (3.70%) dialogues. This finding proved that discussions in the talks are based on utterances by guests as the experts in providing information and solving the problem of listeners. Therefore, the used of variation patterns proved a great deal of invited guest's effort to avoid conflict during the conversation.

Table 2: The Use of Strategies and Maxims Combination Pattern Based on Participant in Talk Show

SST	CC	Participants	Pattern/ Variation	Variations of Core Pattern P2 and Maxims	Σ DLG	%
CS	5, 7, 9	Host	Pattern A/ 1V	P2 $\left\{ \begin{array}{l} \text{Positive} \\ \text{Negative} \end{array} \right.$ (+P1)	3	2.22
			Pattern A/ 2V	P2 $\left\{ \begin{array}{l} \text{Positive} \\ \text{Negative} \end{array} \right.$	46	34.07
			Pattern B/ 2V	P2 — Positive +P3	1	0.74
		Guest	Pattern A/ 1V	P2 $\left\{ \begin{array}{l} \text{Positive} \\ \text{Negative} \end{array} \right.$ (+P1) $\left[+ \text{QNT} \right]$	8	5.92
			Pattern A/ 2V	P2 $\left\{ \begin{array}{l} \text{Positive} \\ \text{Negative} \end{array} \right.$ $\left[+ \begin{array}{l} \text{QNT} \\ \text{QLT} \\ \text{RLV} \\ \text{MNR} \end{array} \right]$	35	25.92
			Pattern B/ 1V	P2 — Negative +P3 (+P1)	6	4.44
			Pattern B/ 2V	P2 $\left\{ \begin{array}{l} \text{Positive} \\ \text{Negative} \end{array} \right.$ +P3 $\left[+ \text{MNR} \right]$	5	3.70
		Caller	Pattern A/ 2V	P2 $\left\{ \begin{array}{l} \text{Positive} \\ \text{Negative} \end{array} \right.$ $\left[+ \begin{array}{l} \text{QNT} \\ \text{QLT} \end{array} \right]$	5	3.70
				P2 — Positive	20	14.81
			P2 — Negative	5	3.70	
		FBR	Pattern A/ 2V	P2 — Positive $\left[+ \text{QNT} \right]$	1	0.74
		TOTAL				
2V	2 nd variation of Pattern A		RPSS	Role, Power and Social Status features		
FMP	The features of Malay Politeness		TF	Adhere to to the topic of the show and field of interaction		
QNT	Quantity Maxim		RI	Adherence to the rules of interaction		
QLT	Quality Maxim		FBR	Facebook Respondent		
RLV	Relevant Maxim		Σ	Total Dialogue		
MNR	Manner Maxim		%	Percentage		

The host has applied three variations of pattern without having a match with any of the PK maxims, total dialogues 50 (44.64%). **Pattern A second variation** (core pattern P2 - positive and negative politeness strategies), showed the highest frequency of 46 (34.07%) dialogues; **Pattern A first variation** (combination of core pattern P2 and optional pattern P1), 3 (2.22%) dialogues; **Pattern B first variation** (combination of core pattern P2 (positive politeness only) and P3 (off-record strategies), 1 (0.70%) dialogues. The number of dialogues and the application of pattern variations by the guest and hosts are not significant in this context, 54 dialogues (48.21%) and 50 dialogues (44.64%) based on the number of dialogues and percentages have indicated that both of them have a similar role in the show.

The Callers and FB respondent have opted for only one pattern, ie **Pattern A second variation**. The Callers used three variations of Pattern A second variation, ie **core pattern P2** (positive politeness without any matches with the PK maxims), has shown the highest frequency of 20 (14.81%) dialogues; **core pattern P2** (positive and negative politeness) which are found to match the two PK maxims (Quantity and Quality), 5 (3.70%) dialogues; **core pattern P2** (negative politeness only) without any matches with any PK maxims, 5 (3.70%) dialogues. FB respondents applied **core pattern P2** (positive politeness only) without having any matches with any of the PK maxims, 1 (0.74%) dialogue. These quantitative findings proved that callers have even more opportunities to communicate than senders but they are

still governed in terms of time and topic of the questions. The use of Pattern A second variation also proved that they still consider politeness as the basis of utterance.

The study proved that each participant has the tendency to apply Pattern A second variation compared to other pattern variations; the host, 46 (34.07%), guest 35 (25.92%), callers, 20 (14.81%) and FB respondent, 1 (0.74%). The study also showed that there were overlapping between two or three different pattern variations when applying the first variation of Pattern B in CC5, 7 and 9. It was proven that the need to be polite towards audience and to minimize conflict over the ongoing conversation leads to variation and overlapping of the patterns. Clearly, multi-variant pattern applied by participants in analyzed cases are capable of reflecting politeness in discussions that have taken place although there are also certain utterances that contain FTA through optional pattern P1 (bold on-record strategies) applied in Pattern A first variation. The same situation is also emphasis by [5]; advice contains FTA that can threaten the listener's face. In this regard, the FTA is regarded as an acceptable act of the listener and it is unavoidable for the role and power of the guest and host. However, the number is small compared to the core pattern P2 which existed in each pattern including Pattern A second variation. In addition to that, the high tendency of Pattern A second variation used among participants showed a very significant relation with the FMP. The details about this relation will be discussed in the next sub-topic.

The study found that Pattern A second variation was used by all participants of the content structure in talk show (CC5, 7 and 9) and has shown the highest frequency of 112 (82.96%). The situation proved that it has a very significant relation with the FMP. FMP contains three features ie role, power and social status (RPSS), adherence to the topic of the show and field of interaction (TF), and adherence to the rules of interaction (RI). This relation is found to occur in three variations, which is (i) a combination of three features in one dialogue, (ii) a combination of two features in one dialogue, and (iii) one feature in a dialogue. The findings are shown in Table 3.

Table 3 showed that the host dominated the used of FMP which occurred in three variation of relation. Relation to one of the features - TF, has shown the highest frequency of 27 (24.17%) dialogues; RPSS+TF, 3 (2.67%); RPSS and RI, 2 (1.78%) each; RPSS+RI, 1 (0.90%) dialogue. These findings justified that her role as a host who has the control and ensures the talk show conforms to the format required by the producer.

The guest has shown the relation with one features, TF as a highest frequency of 24(21.42%) dialogues; RPSS, 5 (4.46%) dialogues; RPSS+RI, 3(2.67%) dialogues; and RPSS+TF and RI, 1 (0.90%) dialogue each. These findings have justified the guest's expertise and role as a credible speaker in discussing the callers and facebook respondents' questions. This situation proved that the guest was striving to balance the role, power and at the same time observed the needs to comply with forecasts setting to achieve the communication goal as set by the producer.

In the context of callers, they applied TF, as a highest frequency of 15 (13.40%) dialogues; RPSS+TF, 7 (6.25%) dialogues; RPSS+RI and TF+RI, 3 (2.67%) each; and RI, 2 (1.78%) dialogues. This situation is related to the producer's goals so that the callers only asked questions that meet the discussion topic which has been set up earlier by the producer. While facebook respondents have shown the application of RPSS+TF, 1 (0.90%) dialogue. The situation was indeed expected because the facebook respondent's question has been filtered by the host or producer first before being read/aired. Then they will only ask for something that has met the requirements of the discussion topic.

1	2	3	4	5						
Pattern	Core Pattern P2 and Maxims	Variation of Relation	FMP	Participants (%)						
				Host	PM	Caller	FB Questioner	Σ (%)		
Pattern A/ 2V	P2 < { Positive Negative } + { QNT QLT RLV MNR }	Combination Of 3 Features	RPSS+TF+RI	0 (0.00)	1 (0.90)	0 (0.00)	0 (0.00)	1 (0.90)		
			RPSS+TF	1 (0.90)	1 (0.90)	7 (6.25)	1 (0.90)	10 (8.92)		
		Combination of 2 Features	RPSS+RI	3 (2.67)	3 (2.67)	3 (2.67)	0 (0.00)	9 (8.03)		
			TF+RI	0 (0.00)	0 (0.00)	3 (2.67)	0 (0.00)	3 (2.67)		
		1 Feature	RPSS	2 (1.78)	5 (4.46)	0 (0.00)	0 (0.00)	7 (6.25)		
			TF	2 (1.78)	24 (21.42)	15 (13.40)	0 (0.00)	41 (36.60)		
			RI	38 (33.92)	1 (0.90)	2 (1.78)	0 (0.00)	41 (36.60)		
		TOTAL (%)				46 (41.07)	35 (31.25)	30 (26.78)	1 (0.90)	112 (100.0)

2V	2 nd variation of Pattern A	RPSS	Role, Power and Social Status features Adhere to to the topic of the show and field
FMP	The features of Malay Politeness	TF	of interaction
QNT	Quantity Maxim	RI	Adherence to the rules of interaction
QLT	Quality Maxim	FBR	Facebook Respondent
RLV	Relevant Maxim	Σ	Total Dialogue
MNR	Manner Maxim	%	Percentage

Taking into account a rather complex findings and analysis, the examples of findings are discussed below by simply highlighted the most significant examples of utterances of three conversational contexts (CC 5, 7 dan 9). It can be seen that **host** is being compliant to the rules as a moderator of the talk show which demonstrated through agreeing with directly or indirect utterances (using Positive strategy; related to RI feature), ie *Ya* and backchannel signals, *hmmm* and *mmm*. It was highlighted that the high courtesy features employed by the host is in line with the order to preserve harmony throughout the communication. [2] (p.9-10) stated that compliance with the rules contained in certain language events whether oral or written may protect the face and prevent the hearing from being offended.

The findings from the **guest's** dialogue (CC7) indicated that the relationship between Negative strategy, matched with Manner Maxim with the TF feature through the act of giving advice was in line with the Facebooks' respondent's question (regarding her calm attitude when confronting a particular situation is often misinterpreted by the husband), through the expression of "*jenis orang yang tak tenang, bahagikan manusia kepada tiga jenis*" - (TF); utterance. **Caller 1 (CC5) and 3 (CC9)** - indicated that the relation between Negative strategy, matched with Quantity maxim with TF feature through the act of giving more information about their question, "...*keluarga-keluarga memanglah menyayangi (TF) tetapi perkataan yang keluar dari mulut-mulut diorang*" utterances. **FB respondent (CC7)** - indicated that the application of Negative politeness strategy, matched with the Maxim of Quantity showed a relationship with the combination of the three features (RPSS+TF+RI)

which is shown by the act of acknowledging the role of guest as advisors, keeping questions in line with the topic and complying with the talks' rules; eg the expression of “*Prof, bagaimana (PRSS) kita nak tenang (TF) dan sentiasa ingat Allah (RI)*” utterances.

2 CONCLUSIONS

The study showed that five participants in CC5,7 and 9 have applied Pattern A second variation, with the highest frequency of 112 (75.60%) out of the total dialogues. Clearly, the situation showed that positive and negative politeness strategies are applied to reflect the efforts of participants to avoid conflicts throughout communication. The maxims matched to the B&L strategies reflected the highest cooperation by the participants to increase the level of audience's understanding, in order to handle the problem discussed. Another interesting observation made by this study is that the application of Pattern A second variation by the participants is very much related to the Features of Malay Politeness (FMP) with the highest frequency of TF and RI features, 41 (36.60%) each. The participants are more inclined to observe Politeness when adhering to the topic and rules of the show throughout the interaction. This is in-line with the findings of [1] study, that participants will always strive to make their utterance understandable and relevant to the context to be considered adhere with the topic and rules of the show. While [8] stated that in Malay culture, everyone is required to uphold the noble values of culture in their conversation and action. Hence, it can be deduced that the combination of the two theories of the West used in this study; B&L (1987) and Grice (1975); which includes FMP by three experts of Malay politeness, namely Asmah (2000), Tenas (2011) and Awang (2015) have been proven to reflect a comprehensive justification in the choice of politeness strategy used by the participants in the talk show “*Celik Mata Reset Minda Orang Yang Tenang*” aired by IKIMfm.

REFERENCES

- [1] Arina Johari, & Indirawati Zahid. (2016). Manifestasi kesantunan Melayu dalam ujaran memberi dan meminta nasihat. *GEMA Online Journal of Language Studies*, 16(2), 73–94. <https://doi.org/10.17576/gema-2016-1602-05>
- [2] Asmah Hj. Omar. (2000). *Wacana perbincangan, perbahasan dan perundingan*. Kuala Lumpur: Dewan Bahasa dan Pustaka
- [3] Asmah Omar. (2007). *Kesantunan bahasa dalam pengurusan pentadbiran dan media*. Kuala Lumpur: Dewan Bahasa dan Pustaka
- [4] Awang Sariyan. (2015). *Santun Berbahasa*. Kuala Lumpur: Dewan Bahasa dan Pustaka.
- [5] Brown, P. & Levinson, S. C. (1987). *Politeness some universals in language usage*. Cambridge: Cambridge University Press.
- [6] Grice, H. P. (1975). Logic and Conversation. In: *Syntax and Semantics, Speech Acts*, New York: Academic Press, 3, 45–47.
- [7] Tanaka, L. (2015). Advice in Japanese radio phone-in counselling. *Pragmatics*, 25(2), 251–285. <https://doi.org/10.1075/prag.25.2.06tan>
- [8] Tenas, E. (2011). *Kesantunan dan semangat Melayu*. Pekanbaru: Pemerintah Kota Pekanbaru & Tenas Effendy Foundation.