



**POLITENESS STRATEGIES USED BY OBAMA IN A GREAT
OPEN DEBATE “THE FIRST PRESIDENTIAL DEBATE”
ON SEPTEMBER 26TH, 2008**

THESIS

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**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
2014**



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THESIS

Presented to the English Department, Faculty of Letters,
Jember University, as one of the requirements to obtain
the Award of Sarjana Sastra Degree
in English Studies

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DEDICATION

This thesis is dedicated to:

1. my late father, Suwono who has inspired me to be a strong person;
2. my dearest mother, Sulastri who always gives me endless prayer and supports me all the way;
3. my brothers and sisters, Eko Prasetyo, Heni Fajar Wati, Bertha Yonata, and Hayat Basri who always cheer up my life;
4. my big family, thank you for the support along this way;
5. my beloved friends, Sely, Utami, Yeni, Erna, Eza, Vicky, Nanang, Rama, Aniq, Novel, Icha, Rizkyta, Usi, Wanti, David, Eko, Nuris, Niha, Saka, Lili, Heni, Ida, Imam and all of my friends in English Department, Faculty of Letters Academic year 2008. Thank you for laugh, never ending support, togetherness and all memories that we have shared together;
6. my alma mater.

MOTTO

One of the greatest victories you can gain over someone is to beat him at politeness

(Josh Billings)

DECLARATION

I hereby state that the thesis entitled *Politeness Strategies Used by Obama in A Great Open Debate “The First Presidential Debate” on September 26th, 2008* is an original piece of writing. I declare that the analysis and the research described in this thesis have never been submitted for any other degree or any publications. I certainly certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, June 19th, 2014

The Candidate,

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APPROVAL SHEET

This thesis entitled *Politeness Strategies Used by Obama in A great Open Debate “The First Presidential Debate” on September 26th, 2008* has been examined in front of the board of examiners at the Faculty of Letters, Jember University.

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Jember, June 19th, 2014

Dian Tri Agustin

SUMMARY

Politeness Strategies Used by Obama in a Great Open Debate “The First Presidential Debate” on September 26th, 2008; Dian Tri Agustin, 080110101039; 2014: 45 pages; English Department, Faculty of Letters, Jember University.

Pragmatics is a systematic way of explaining language used in context. The study deals with pragmatics especially politeness strategy. Politeness is one of communication strategy that shows how to be polite in words and actions. This study analyzes politeness strategy used by Barack Obama in his debate on September 26th, 2008. It is interesting to analyze the first presidential 2008 debate because this debate was as a great open debate between Barack Obama and McCain. The primary data are taken from website (<http://www.election.NYtimes.com>) accessed on June 28th, 2012.

The study applies both qualitative and quantitative method to analyze the data. Qualitative research is applied to analyze the data in the form of the text and quantitative research is used to count the amount of politeness strategies used by Obama to conclude which process is primarily dominant strategy. This study uses theory of Brown and Levinson (1987) that proposed four kinds of politeness strategies; bald on record, positive politeness, negative politeness, and off record.

The finding of the study elucidates that Barack Obama in his debate uses positive politeness dominantly. It reaches 80 %. It indicates that Obama uses positive politeness because he wants to be closer to the hearers. Moreover, Obama wants to persuade the hearers or audience in his debate by using positive politeness dominantly to hearers.

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