

**POLITENESS STRATEGIES IN *MARK AND ERIC NAM'S*
PODCAST ON DIVE STUDIOS YOUTUBE CHANNEL:
A PRAGMATIC ANALYSIS**



A THESIS

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In Partial of the Requirements to get Strata One Degree

By

RAHMA FAZHARANI

SID: 33200038

Program Studi Sastra Inggris

Fakultas Komunikasi dan Bahasa

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OFFERING SHEET

*You should believe in yourself
And don't let anyone bring you down
Negativity does not exist
It's all about positivity
So keep that in mind
Have good friends around you
Have good peers
Surround yourself with good people
Cause you are a good person to
(Mark Lee)*

By giving thanks to Allah S.W.T, I dedicate this thesis to:

1. My beloved parents who have raised me and always guide, support, motivate, give what is best for me and always pray for me to achieve my success.
2. Brother and sister who have encouraged me, I always love you.

*Without them,
this work and I would never have existed.*

STATEMENT OF WORK ORIGINALITY

The undersigned:

Name : Rahma Fazharani
SID : 33200038
Degree : Strata One (S1)
Study Program : Sastra Inggris
Faculty : Komunikasi dan Bahasa
Institution : Universitas Bina Sarana Informatika

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Rahma Fazharani

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Name : Rahma Fazharani
SID : 33200038
Degree : Strata One (S1)
Study Program : Sastra Inggris
Faculty : Komunikasi dan Bahasa
Institution : Universitas Bina Sarana Informatika

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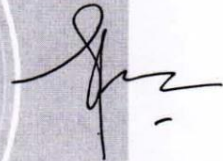
Name : Rahma Fazharani
SID : 33200038
Degree Program : Strata One (S1)
Study Program : Sastra Inggris
Faculty : Komunikasi dan Bahasa
Institution : Universitas Bina Sarana Informatika
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Jakarta, 31 July 2024

Final Assignment Sponsors

Advisor I : Lia Nurmalia, S.S., M.Hum



Board of Examiners

Examiner I : Sukmono Bayu Adhi, M.Pd.



Examiner II : Sufi Alawiyah, S.Kom., M.Pd.





GUIDING SHEET FOR THESIS WRITING
UNIVERSITAS BINA SARANA INFORMATIKA

- SID : 33200038
- Name : Rahma Fazharani
- Advisor I : Lia Nurmalia, SS, H.Hum
- Title : Politeness Strategies In Mark And Eric Nam's Podcast on Dive Studios YouTube Channel: A Pragmatic Analysis

No	Date	Topic	Signature
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Notes to Advisor :

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Approved by Advisor

(Lia Nurmalia, SS, H.Hum)

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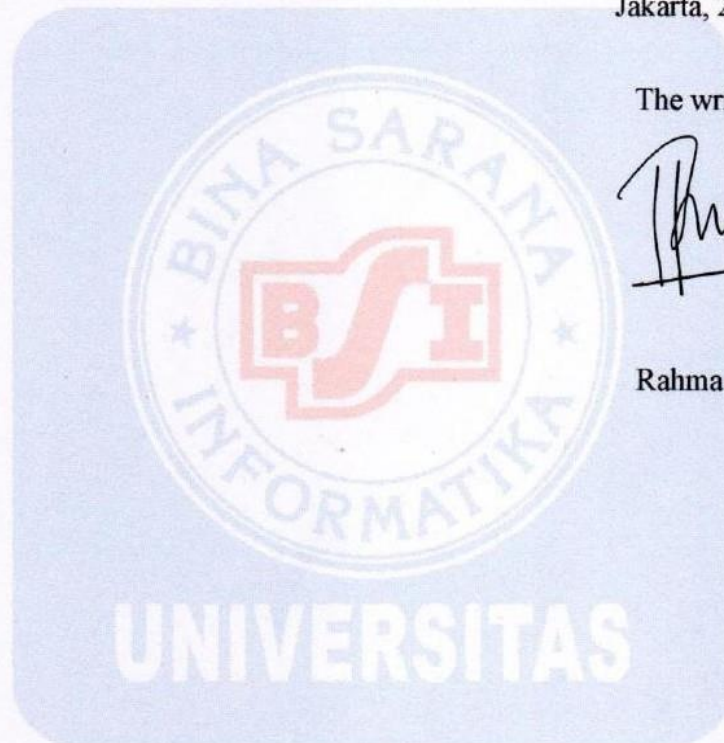
Thus, the writer realizes that in the preparation of this thesis, there are still shortcomings and far from perfect. Therefore, the writer hopes that suggestions and criticisms are constructive from various parties. And also, the writer hopes that this thesis can provide benefits for all of us who read it.

Jakarta, 26th June 2024

The writer



Rahma Fazharanni



ABSTRACT

Rahma Fazharani (33200038), Politeness Strategies In Mark And Eric Nam's Podcast on Dive Studios YouTube Channel: A Pragmatic Analysis

This research is a pragmatic study of the use of positive politeness strategies in Mark and Eric Nam's Podcast on Dive Studios YouTube Channel. This research aims to analyze how to use positive politeness strategies, and how many positive politeness strategies are found in podcast conversations using the theory (Brown and Levinson, 1987). This research uses descriptive qualitative methods such as explaining the utterances and purposes of podcast conversations which are related to positive politeness strategies. The data was obtained from specifications in the episode "Mark of NCT 127 Naver Stops Talking, Can Anyone 'Fact Check' This Convo?". Found 26 data from positive politeness strategies on podcast strategy 1: Notice, attend to Hearer (interest, wants, needs, goals), Strategy 2: Exaggerate (interest, approval, sympathy with Hearer), Strategy 3: Intensify interest to Hearer, Strategy 4: Use in group identity markers, Strategy 5: Seek Agreement, Strategy 8: Joke, Strategy 11: Be optimistic, and Strategy 15: Give gifts to Hearer (good, sympathy, understanding, cooperation). However, there are some positive politeness strategies that cannot be found in the podcast conversation, Mark and Eric Nam's podcast on Dive Studios YouTube Channel. Because positive politeness strategies in communication used depend on the context of the conversation and the topics discussed in the podcast.

Keywords: Pragmatic analysis, Politeness Strategies, Podcast.

ABSTRAK

Rahma Fazharani (33200038), Politeness Strategies In Mark And Eric Nam's Podcast on Dive Studios YouTube Channel: A Pragmatic Analysis

Penelitian ini merupakan jenis pragmatic dari penggunaan positive politeness strategies dalam Mark and Eric Nam's Podcast on Dive Studios YouTube Channel. Penelitian ini bertujuan untuk menganalisis cara menggunakan jenis positive politeness strategies, berapa banyak positive politeness strategies yang terdapat dalam percakapan podcast dengan menggunakan teori (Brown and Levinson, 1987). Penelitian ini menggunakan metode deskriptif kualitatif seperti menjelaskan ujaran dan tujuan dari percakapan di podcast yang mana berhubungan dengan positive politeness strategies. Data tersebut didapat dari spesifikasi di episode "Mark of NCT 127 Naver Stops Talking, Can Anyone 'Fact Check' This Convo?!. Ditemukan 26 data dari positive politeness strategies pada podcast. Strategy 2: Exaggerate (interest, approval, sympathy with Hearer) 8 data. Strategy 3: Intensify interest to Hearer 6 data. Furthermore, Strategy 5: Seek Agreement 4 data. Strategy 4: Use in group identity markers 3 data. Strategy 1: Notice, attend to Hearer (interests, wants, needs, goals), 1 data. Strategy 11: Be optimistic 1 data. And then, Strategy 15: Give gifts to Hearer (good, sympathy, understanding, cooperation) 1 data. Akan tetapi, terdapat beberapa positive politeness strategies yang tidak dapat ditemukan di percakapan podcast, Mark and Eric Nam's Podcast on Dive Studios YouTube Channel. Karena positive politeness strategies dalam komunikasi yang digunakan tergantung pada konteks percakapan dan topik yang dibahas dalam podcast.

Kata kunci: Pragmatic analysis, Politeness Strategies, Podcast.

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CHAPTER I

INTRODUCTION

1.1 Background of The Research

Language is a tool for communication that humans use to send and receive messages and convey thoughts, ideas, feelings, and information to others such as through words, phrases, and sentences. It is the main tool that humans use to interact with each other, share knowledge, and build social relationships. Relationships with family, friends, coworkers, and other people can all be developed by communication. Language is another tool used by people to express their thoughts and feelings to other people. Additionally, people must communicate their meaning and feelings. Since language is necessary for human communication, people should learn how to convey their meanings through the use of effective communication to improve their quality of life. Using politeness in communication is also necessary to care about other people's feelings. This politeness can be analyzed in various media such as books, movies, and podcasts.

In this study, the researcher is interested in observing *Politeness Strategies in Mark and Eric Nam's Podcast on Dive Studios YouTube Channel*. On this podcast, Mark is a guest in Eric Nam's Podcast on the Dive Studios YouTube Channel. He represents one of his groups NCT 127 to promote their new album "Fact Check" while discussing issues such as personal life, career, and perspective on the entertainment world. This podcast can reach a wide audience, including K-Pop fans and fans of other podcast.

To maintain a positive atmosphere and respect each other, the podcast can also be seen in the conversation that includes utterances that use politeness strategies. Mark and Eric Nam also often show support and appreciation each other, use words like “Woah, great call” and “What a good friend”. According to Yule (1966:60), “It is possible to treat politeness as a fixed concept, as in the idea of ‘polite social behavior’, or etiquette, within a culture“. Mark and Eric Nam also give compliments during the podcast as a way to create a positive relationship and create a friendly atmosphere.

In communication, politeness strategies are used by speakers to reduce conflict or discomfort in social interactions. The aim is to maintain good relations between the speaker and the listener and avoid unnecessary tension or conflict. In addition, Mark and Eric Nam’s Podcast provides politeness strategies in communication, these strategies can also be analyzed with a pragmatic approach. Pragmatics is the study of the speaker's meaning. According to Leech (1999:20), pragmatics identify the definition and addressee of a speech. In pragmatics analysis, determining the definition and audience of a speech looks not only at the words spoken, but also at the purposes of the speaker, the audience, and the context of the situation in which the communication takes place.

The object to be discussed is what types of politeness strategies are used in *Mark and Eric Nam’s Podcast on Dive Studios YouTube Channel*, and describe the relationship between politeness strategies used in the *Politeness Strategies in Mark and Eric Nam’s Podcast on Dive Studios YouTube Channel*. There are four types of politeness strategies presented by (Brown & Levinson, 1987) there are bald on-record, positive politeness strategies, negative politeness strategies, and off-record strategies. Positive politeness strategies and negative politeness strategies have sub-

strategies. There are fifteen sub-strategies of positive politeness strategies and ten sub-strategies of negative politeness strategies. These strategies can also be analyzed with a pragmatic approach.

Based on the background that has been described, this research is interested in researching how politeness strategies contained in podcast are interrelated in pragmatics analysis. The researcher gave the title **“Politeness Strategies In Mark and Eric Nam’s Podcast On Dive Studios YouTube Channel: A Pragmatics Analysis”**.

1.2 Scope and Limitation

This research is limited to the positive politeness strategies used by podcast, and specifications in the episode of *“Mark of NCT 127 Naver Stops Talking, Can Anyone ‘Fact Check’ This Convo?!”*, released on October 10th, 2023. Data was taken from utterances of Mark and Eric Nam's conversation on the Podcast. This research uses the theories of Brown & Levinson (1987:101-210), to analyze positive politeness strategies.

1.3 Statement of the Problem

Based on the background of the research, the research questions are arranged into the following:

1. How does the use of politeness strategies in Mark and Eric Nam's Podcast on Dive Studios YouTube Channel?
2. How many positive politeness strategies are used Mark and Eric Nam’s Podcast on the Dive Studios YouTube Channel?

1.4 Goal and Function

Following the research problem above the goal of the research are to explain:

1. How to use positive politeness strategies in Mark and Eric Nam's Podcast on Dive Studios YouTube Channel.
2. How many positive politeness strategies are used in Mark and Eric Nam's Podcast on Dive Studios YouTube Channel.

The function of this research is to help readers more easily understand pragmatics, especially in the aspects of positive politeness strategies, their various positive politeness strategies, and their meanings in Mark and Eric Nam's Podcast on Dive Studios YouTube Channel.

For future research, hope to expand the understanding of positive politeness strategies and how to apply these strategies in communication pragmatically.

1.5 Research Method

This researcher used a descriptive qualitative method. According to Vanderstoep and Johnston (2008:7), “qualitative research produces narrative or textual descriptions of the phenomena under study”. In conducting the data, the researcher analyzes by collecting the data, identification, and classification. The source of the data is utterances from conversation “Mark and Eric Nam's Podcast on Dive Studios YouTube Channel”. The researcher analyzes the utterances conveyed by the podcast which indicate positive politeness strategies using the theory of Brown & Levinson (1987:101-210), positive politeness strategy including fifteen sub-strategies.

1.6 Sytematically Presentation

This research is presented in several chapters. The first chapter is the introduction, which consists of the background of the research, scope, and limitations, statement of the problem, goal and function, research method, and systematic presentation.

Chapter two is the literature framework. This chapter discusses the concept of positive politeness strategies and pragmatics. It also describes relevant research from previous studies.

Then chapter three is the analysis of linguistics, analysis of the problem, and analysis of solving the problem. This chapter describes the linguistic element used in the podcast as well as how to apply previous theories and findings to answer the problem. It also includes the answer and solution to each problem presented, scaled to the number of problems presented.

And then the last chapter four. This chapter provides conclusions and suggestions about the research that has been conducted. The research also provides suggestions to the university where studied and also to other researchers who want to conduct further research.

CHAPTER II

THEORETICAL FRAMEWORK

2.1 Literature Review

This part examines the statement of literature and relevant studies related to this research. It addresses numerous issues, linguistics, pragmatics, speech acts, politeness, politeness strategies, podcast, and previous studies.

2.1.1 Definition of Linguistics

Based on (Kortmann, 2012) linguistics refers to the scientific study of structure of the language and the language itself, including how language is used in various communicative contexts and how language evolves and changes over time. Linguistics includes the analysis of phonology, morphology, syntax, semantics, and pragmatics, as well as other aspects of language such as dialects, sociolinguistics, and neurolinguistics. Linguistics also examines how language is used in relation to human culture, thought, and behavior.

According to (Peronika Purba et al., 2023) the science of language is specified as linguistics, linguistics is the study, investigation, and analysis of the nature and complexity of language. Which means linguistics is the science of language. Linguistics has many scientific disciplines, in which there are phonetics, phonology, semantics, sociolinguistics, and pragmatics.

In addition (Matthews, 2003) linguistic approach is intended to analyze and describe the structure of language, especially with emphasis on the internal structure of language and the way it summarizes it. This approach focuses on linguistic features such as syntax, morphology, phonology, and semantics, and how these features interact with each other in language.

Based on the definition above it can be concluded, that linguistics is a field that studies language and its structure systematically. Linguistics studies how language is used in various communication contexts and how language develops and changes over time. This study also includes additional elements such as dialect, sociolinguistics, and neurolinguistics. Additionally, linguistics investigates how language interacts with human culture, thought, and action. The aim of the linguistic approach is to analyze and describe the structure of language. This approach mainly concentrates on the internal features of the language and the way they interact with each other.

2.1.2 Definition of Pragmatics

The study of pragmatics focuses on how language forms and their users interact. The study of meaning as it is conveyed by a speaker (or writer) and understood by a listener (or reader) is the focus of pragmatics. Yule (1966:3) emphasized that the understanding of contextual meaning is known as pragmatics, and it always involves interpreting what people mean in a given situation and how the context influences their speech. It entails consideration about the way of the speaker arranges their points according to the audience, the situation, the place, and the time of day.

Based on (Utami, 2019), the pragmatics method is a scientific way of observing language phenomena in relation to situations by studying language in context. Pragmatics is a scientific method for examining language in a certain environment and observing language-related phenomena. In this context, pragmatics considers not only the structure of language comprehensively, but also the way someone use a language in social interaction, daily life, and other communicative contexts. Pragmatics examines how language is used in real life to convey deeper, contextualized meaning.

In addition, (Nisa et al., 2022) mentioned that pragmatics study is included as a subfield of linguistics, which focuses on how individuals interpret spoken language in relation to the surrounding context. The aforementioned statement concludes that pragmatics is the study of how people utilize utterances in context to communicate more than the actual encoded information.

Based on those perceptions about pragmatics, it can be concluded that pragmatics is the study of the relationship between language forms and language users. Pragmatics examines the meaning conveyed by the speaker or writer and how the listener understands it by considering the social context, situation, and environment. The scientific method for studying language in a particular context is the pragmatics approach. This approach looks at the phenomenon of language in that context. Pragmatics is a subfield of linguistics that emphasizes how people interpret spoken language according to their environment. Therefore, pragmatics considers how language is used and employed in social interaction, daily life, and other communicative contexts, to understand how people use speech to communicate, not just the information it contains.

2.1.3 Definition of Speech Acts

The speech act is the study of speaker utterances. Describes speech as an essential part of a language that is used to convey meaning and determine the purpose of a speaker's speech. According to Austin (1962:108) referred speech acts into three categories of purposes there are locutionary acts, illocutionary acts, and perlocutionary acts.

A. The Locutionary Act

Locutionary is basically equal to "meaning" in the conventional sense it is the act of uttering a particular sentence with a distinct connotation and reference.

B. Illocutionary Act

An illocutionary act is one type of speech act that presents actions and facts is the illocutionary act. This is what happens in uttering words, the purpose of the utterance, and the specific intention of the speaker. According to Searle (Khalish & Fitrawati, 2024) suggested using the relationships between words to categorize speech acts into general categories.

1. Representative

When a speaker performs this kind of illocutionary act, they connect their words to their thoughts about the world, describing it as they see it. Various terms are included in this illocutionary act, such as report, describe, infer, deny, believe, disagree, complain, and inform.

2. Directive

In directives, the speaker tries to convince the listener to do something specific. There are many other ways to communicate this illocutionary behavior, such as requesting, permitting, advising, inviting, begging, pleading, interrogating, asking, demanding, and giving orders.

3. Commissive

Commissive is to commit to act or do something. This conveys the speaker's intention to accomplish a specific goal when they are used, the speaker's words cause the environment to change. This type includes vowing, promising, refusing, pledging, threatening, and offering.

4. Expressive

Expressive language is a language that uses words to convey the speaker's emotions. It includes expressions of gratitude, greetings, sympathy, regret, apology, praise, and congratulations.

5. Declaration

A declaration is a statement that the speaker uses to change the actual state of the surroundings. Declarations entail a change in status that only if the declaration is successfully carried out. This act of declaration can be done when selecting a candidate, dismissing someone from a job, expelling someone, making a decision, naming someone, and starting a war.

C. Perlocutionary Act

Perlocutionary acts are activities we bring about or accomplish by our word these include discouraging, persuading, and even stating unexpected or inaccurate information.

2.1.4 Definition of Politeness

According to Permadi et al. (2022) in certain cultures, politeness refers to the way we communicate. Politeness can be shown to others by communicating in a polite manner. People do not naturally have politeness rather, it is something that is learned through the process of socializing. In general, being polite means being

considerate, humble, and respectful of others. "Face" is the most relevant concept in the study of language politeness. In terms of pragmatics, your face is your audience's reflection of themselves. Everyone knows and wants the emotional and social feelings it represents. One way to define politeness is by showing awareness and appreciation of other people's faces.

According to Yule (1966:60) the techniques used to show awareness of another person's face throughout a relationship can therefore be characterized as being polite. In this way, being courteous can be achieved in socially distant or intimate circumstances.

Based on (Wati & Puspani, 2020) the entire purpose of politeness is to put everyone at ease and make them feel comfortable among each other. Aside from that also plays a significant role in promoting peace, civility can prevent hostilities.

Based on the definition above it can be concluded, that politeness is one approach to language that is important for understanding a speaker's meaning. Politeness is a concept that refers to the way we communicate, which can be demonstrated by speaking politely to others. Politeness is learned through a process of socialization, not an innate talent. Politeness generally means being respectful, humble, and considerate of others. In language politeness research, the concept of "face" is the most relevant. Your face is your audience's self-representation from a pragmatic perspective. Showing empathy and appreciation for others is one definition of polite. Politeness is a term used to show concern for others during relationships. Therefore, politeness seeks to make everyone feel comfortable and promote peace and prevent conflict.

2.1.5 Definition of Politeness Strategies

According to (Brown & Levinson, 1987) respect for diversity is reflected in the manner in which politeness is demonstrated by recognizing and appreciating the diverse politeness methods employed by different cultures in social interactions. They developed a theory of "face," according to which faces can leave both a good and bad impression. Which defines politeness as being considerate of the "face" of others. 'Face' is a technical term in this context. Although the term is derived from the common expressions "losing face" and "saving face", it further considers almost every action, including speech, as possible harm to one's face.

Everyone has basic needs or wants, and most individuals work together to maintain each other's appearances and fulfill some of their conflicting needs. There are two different types of face needs that can be met by being polite: negative face needs not to be imposed upon and positive face need to be loved and admired. Negative politeness is defined as behavior that puts oneself to others. Positive politeness is defined as social behavior that shows warmth towards others and greets them.

Therefore, FTAs, also known as "Face Threatening Acts" are actions that can threaten or disrupt one's "face" when talking to others. FTAs (Face Threatening Acts) refers to any action that can affect self-esteem or the desire to be accepted either positively or negatively. FTAs (Face Threatening Acts) include requesting, refusing, criticizing, or even just asking for information. Whenever someone performs an FTAs (Face Threatening Acts), either directly or indirectly, there is a possibility to hurt the other person's face. Therefore, to control or reduce the negative impact of these FTAs (Face Threatening Acts), a polite approach is used, maintaining both positive and negative face.

In addition, (Leech, 1991) to achieve a positive face goal, one seeks to maintain an image of oneself as respected and accepted. Whereas to achieve a negative face goal, one desires to be uninhibited in behavior.

The research on politeness strategies have been done by several students. Researcher have compiled data from several studies related to this topic. The first study by (Putri Utami, 2019), is entitled “Politeness Strategies In Josh Boon’s The Fault In Our Stars: A Pragmatics”. In the research, they examined the various forms of politeness strategies as well as how the characters in the movie The Fault in Our Stars came to embrace them. In order to address the research's first objective, which is to describe the variety of politeness strategies employed by the characters in the film The Fault in Our Stars, the data were categorized using Brown and Levinson's principle of politeness strategies. In the film The Fault in Our Star, the characters use four different kinds of politeness strategies. They are off record, positive, negative, and bald on record of politeness strategies. The research's results are categorized using Brown and Levinson's theory of politeness strategy as a guide. The second research was conducted by (Dian & Semarang, 2022), entitled “Positive Politeness Strategies Used in “Johnny’s Communication Center” Vlog”. In analyzing the data, a framework constructed by Brown and Levinson (1987) was employed to determine fifteen strategies of positive politeness which include notice, exaggerate, intensify interest to hearer, use in-group identity markers, seek agreement, avoid agreement, assert common ground, joke, assert or presuppose the speaker’s knowledge of and concern for hearer’s wants, offer, be optimistic, include both speaker and hearer activity, give for a reason, assume or assert reciprocity, and give hints to hearer. This study reveals that twelve strategies of positive politeness were used in the vlog. Exaggerate strategy dominated the findings because of the close relation between the

parties in the vlog. The last study is (Sartika & Johan, 2021), entitled “Strategies Of Politeness Found In “Rich Teen Shame Girl At Thrift Store” Short Film: Pragmatics Approach”. The short films Rich Teen Shame Girl in Thrift Store served as the study's data source. According to this study, there were fifteen reports of the short film's characters being courteous. Throughout the short film, there were two data that were on record, nine data that were positive, two data that were negative, and one data that was off-record. The Thrift Store short film exhibited a more prominent use of Rich Teen Shame Girl's positive politeness strategy.

There are four types of politeness strategies presented by (Brown & Levinson, 1987) there are bald on-record, positive politeness strategies, negative politeness strategies, and off-record strategies. Positive politeness strategies and negative politeness strategies have sub-strategies. There are fifteen sub-strategies of positive politeness strategies and ten sub-strategies of negative politeness strategies.

2.1.6 Kinds of Politeness Strategies

1. Bald on Record Strategies

It shows a very close relationship between the speaker and the listener, like that of best friends. This strategy allows the speaker to speak directly to the listener by expressing their intentions in the words they want. Since the delivery of the words is firm and concise, it is classified as the least polite strategy. It will give the listener a negative face if it is delivered to someone who does not know them well, (Brown & Levinson, 1987).

2. Positive Politeness Strategies

This strategy is used to show mutual respect between the speaker and the listener, which is usually seen in a group of friends or people in a social situation to get to know each other well. As a result, the speaker will speak in a relaxed and approachable language so that the listener feels comfortable and engaged in what is being said. There are fifteen sub-strategies of positive politeness:

1. Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals)

This strategy shows attention and concern for the Hearer's interests, wants, needs, and goals. This is important in communication because you have to know what your hearer wants or expects for your message to be well received. In other words, it suggests that the Speaker should consider aspects of the Hearer condition.

2. Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)

This sub-strategy focuses on trying to show interest, approval, or sympathy towards the hearer in an exaggerated way. In communication, it can enhance a positive impression of the hearer by showing that the speaker really cares or agrees with what they are saying or doing. However, it should be used carefully according to the situation and context of the communication as too much can also seem unnatural.

3. Strategy 3: Intensify interest to Hearer

This sub-strategy aims to increase the conversation's interest and relevance to the hearer by adding detail, enthusiasm, or high emotional involvement in the discussed topic. This strategy is used to avoid threatening the listener by making the hearer feel good about themselves because they are engaged in conversation by sharing a common interest or belonging. This can increase the

positive impression of the speaker and create a better communication atmosphere.

4. Strategy 4: Use in group identity markers

Common names and terms like buddy, dude, honey, dear, babe, sweetheart, guys, and fellow are other examples of greetings used for people in groups.

5. Strategy 5: Seek Agreement

The strategy is used by showing the similarity of views or opinions with the listener, repeating or agreeing with the hearer's statement. This strategy can maintain interpersonal relationships by reducing the potential for conflict and showing that the speaker appreciates and respects the hearer's views.

6. Strategy 6: Avoid Disagreement

This sub-strategy in communication means refraining from expressing disagreement directly, especially in situations that may disrupt social harmony. Instead, the speaker may choose to use avoidance tactics or indirect language for his or her disagreement while maintaining a polite and respectful interaction. Hence, the speaker seeks to avoid conflict and maintain a positive social relationship with the hearer.

7. Strategy 7: Presuppose / raise/assert common ground

Small conversation and rumors about the importance of the speaker making an effort to spend time with the listener as a show of friendship gave rise to techniques for minimizing positive face FTAs (Face Threatening Acts) through small discussions about unrelated subjects.

8. Strategy 8: Joke

This strategy is to make the hearer feel comfortable, the speaker can joke with the hearer to reduce the distance between the speaker and the listener.

9. Strategy 9: Assert of presuppose Speaker knowledge of and concern for Hearer wants

Showing Hearer desire and willingness to adjust it will to Speaker it shows that Speaker and Hearer are cooperators and may put pressure on Hearer to cooperate with Speaker.

10. Strategy 10: Offer, promise

This strategy involves the speaker offering something or making a promise to the Hearer. The purpose of this strategy is to show attention and concern for the Hearer's needs and wants. By offering something or making a promise, the speaker shows cares about the Hearer and is willing to do something for them. This can help increase mutual trust and strengthen the social connection between the speaker and the Hearer.

11. Strategy 11: Be optimistic

With this strategy, the speaker expresses the expectation that the Hearer will take action on behalf of the speaker. By doing this, the speaker conveys an expectation that the audience will comply and offer support or acceptance. By presuming that Hearer wants something, the speaker expects Hearer to carry out something.

12. Strategy 12: Include both Speaker and Hearer in the activity

This strategy involves the Speaker inviting the Hearer to participate in an activity or action together. involves the listener into the speaker's action or decision and ensures it as a joint decision. It is usually done by emphasizing 'we' or 'let's' in the statement to indicate the joint activity.

13. Strategy 13: Give (or ask for) reason

This strategy involves the speaker giving a reason for an action or request, or asking the hearer to give a reason for their action or request. It is to minimize face-threatening actions by giving reasons to the hearer and showing cooperation that the statement is acceptable.

14. Strategy 14: Assume or assert reciprocity

It is also possible to assert or promote the presence of cooperation of the Speaker and Hearer by providing evidence of mutually beneficial rights or obligations.

15. Strategy 15: Give gifts to Hearer (good, sympathy, understanding, cooperation)

Give gift is the speaker gives a gift to the Hearer by show gratitude, sympathy, or support to keep the Hearer's face positive. This can include material gifts such as a physical gift, but more often includes non-material gifts.

3. Negative Politeness Strategies

To use negative politeness, speakers use polite language, such as questions or excuses, to show distance and caution between themselves and the communicant. In this way, the speaker avoids using language that could intimidate or annoy the listener, so the speaker prefers to use softer language.

1. Be conventionally indirect

When using this strategy, a speaker must balance two conflicting desires: the need to remain on record and the need to give the hearer an "out" by being vague, and being indirect means expressing the request in a roundabout way rather than directly stating it.

2. Question, hedge

A question hedge refers to the use of cautious or tentative language when posing a question in order to mitigate the imposition on the listener and show deference to their autonomy.

3. Strategy 3: Be pessimistic

Involves adopting a negative or downbeat attitude in order to avoid imposing on others or threatening their positive face. This approach acknowledges the possibility of inconvenience or reluctance on the part of the listener, thus reducing the potential for face-threatening acts.

4. Strategy 4: Minimize the imposition

The speaker can employ this sub-strategy by offering an apology (acknowledging the interference, expressing reluctance, providing compelling justifications, pleading for pardon).

5. Strategy 5: Give deference

Involves showing respect, deference, or deferential language towards the listener to acknowledge their authority, status, or expertise. This approach aims to preserve the listener's positive face by recognizing their importance and avoiding any potential threat to their self-esteem or social standing.

6. Strategy 6: Apologize

The speaker may acknowledge his reluctance to get in on Hearer's negative face by apologizing for engaging in an impingement. Apologizing involves expressing regret or remorse to minimize the imposition of a request or action.

7. Strategy 7: Impersonate

Refers to adopting a more formal or distant communication style in order to minimize intrusion or imposition on the listener's negative face. This strategy

involves creating a sense of distance or formality to show respect for the listener's autonomy and personal space.

8. Strategy 8: State the FTAs (Face Threatening Acts) as a general rule

As a general rule of negative politeness, stating the FTAs (Face Threatening Acts) allows the speaker to address the potentially delicate nature of the interaction and mitigate any perceived imposition on the listener's face. By acknowledging the face-threatening nature of the speech act, the speaker demonstrates sensitivity and attempts to soften the impact of the message.

9. Strategy 9: Nominalize

In negative politeness, nominalization allows the speaker to distance themselves from the speech act, making it less confrontational and reducing the potential threat to the listener's face. By framing the message in a more abstract or generalized manner, the speaker aims to minimize the imposition and preserve the listener's autonomy and social status.

10. Strategy 10: Go on record as incurring a debt, or as not indebted Hearer

Is a strategy of negative politeness, where the speaker frames their request or statement in a way that acknowledges the potential imposition on their Hearer. This phrase suggests that the speaker is willing to accept the responsibility or indebtedness resulting from their request, or alternatively, they emphasize that they are not trying to impose any obligation on the Hearer.

4. Off-record strategy

Off-record utterance is an indirect use of language to make an off-record utterance, one says something intentionally different to what is intended to be understood, or more general (containing less information in the sense of ruling out

fewer possible circumstances). In the alternative scenario, the listener must draw some conclusions to ascertain what was actually intended.

2.1.7 Definition of Podcast

A podcast is a digital audio created and uploaded to an online platform to share with others, according to (Sosial et al., 2020). Podcast can be accessed from desktops, gadgets, or sent to portable media devices such as MP3 players for round-the-clock listening. Podcast can also be downloaded to listen to later or listened to online. Podcast are usually audio recordings, but can also be videos.

Based on (Prameswari & Putri, 2020) "podcast" is a type of radio program or talk show where a host or guests gather to discuss a wide range of topics in a casual yet professional setting. In addition (Fitri et al., 2023) Podcast offer listeners a unique opportunity to reflect on stories in everyday life through music, comedy, science, that allow content creators to speak through sound.

Based on the definition above, it can be concluded podcast is a type of radio program or talk show where hosts or guests gather to discuss various topics in a casual but professional atmosphere to share information, insight, or entertainment with listeners. Podcast usually take the form of regular episodes and can cover various topics, including news, education, technology, entertainment, and also music. Share their information and experiences in an engaging format. Podcast in the form of audio or video can also be downloaded and listened to at any time.

2.2 Relevant Studies

Table I. Relevant Studies

No	Name of The Researcher, Title, Year of The Research	Research Method	Research Result	Research GAP
1.	Putridyah Anggraini, Fitri Yulianti, Sri Wahyuni. NEGATIVE POLITENESS STRATEGIES OF MAIN CHARACTER IN "MY BIG FAT GREEK WEDDING (2002)" MOVIE TO TEACH PRAGMATICS.	The methodology for this study was qualitative. The context-based interpretation and analysis of the content were the main goals of this study. Its major goal is to examine the negative politeness strategies and identify which ones are more frequently employed by the main characters.	Negative politeness strategies were identified from the analysis of the main characters in the film "My Big Fat Greek Wedding (2002)." These strategies include: strategy 1 (being conventionally indirect with five utterances), strategy 2 (questioning and hedging with eight utterances), strategy 3 (being pessimistic with one utterance), strategy 4 (minimizing the imposition with two utterances), strategy 5 (giving deference with two utterances), and strategy 6 (apologizing with three utterances). The two question, hedge with eight utterances negative etiquette methods are most frequently used by the main characters in the 2002 film "My Big Fat Greek Wedding."	This study only examines the negative politeness strategies used by the main characters in the movie "My Big Fat Greek Wedding (2002)" to teach pragmatics. Nonetheless, there is still a section for additional research expanding the scope of the analysis of negative politeness strategies by including additional characters into the movie or other movies.
2.	Nur Aini Syah. POLITENESS STRATEGY PERFORMED IN SATU JA LEBIH DEKAT TALK SHOW ON TV ONE: A PRAGMATIC APPROACH.	This data collection method uses inductive methods. It indicates that the information will be gathered one piece at a time and then examined. The continuously	The politeness tactics in the directed speech act of Satu Jam Lebih Dekat Talk Show are bald on record, positive politeness attends to hearer his interests, desires, needs, and commodities, and	Although the journal has conducted previous research on language politeness in various contexts, such as television, internet, novels, and so on, the

		<p>collected data will grow in size and be modified for the objectives of this investigation. Finally, the contextual analysis method is used for the data analysis. The contextual analysis approach is a data analysis technique that bases computes, and relates the identity of the circumstances in which the data are found.</p>	<p>positive politeness, according to the data classification and analysis. Positive politeness increases the hearer's interest, positive politeness uses group identity markers, positive politeness seeks agreement, positive politeness avoids disagreement, positive politeness asserts or presumes the speaker's knowledge and shows consideration for the hearer's needs, positive politeness involves the speaker and the hearer in the activity positive politeness provides or requests explanations positive politeness gives gifts to the hearer negative politeness is conventionally indirect. Negative politeness impersonalizes speaker and hearer query, hedge, negative politeness bestows deference, off-record cues, and negative politeness bestows association information. Positive politeness, or asking for an agreement, is the politeness method that is used the most frequently.</p>	<p>focus of this research is the talk show "One Hour Closer" on TV One. However, this study is more specific to the talk show program. This study also uses certain theories, such as Brown and Levinson's (1987) theory,</p>
3.	<p>Lulu Atul Musyafaah, Issy Yuliasri, Hendi Paratama.</p> <p>POLTENESS STRATGIES OF THE MAIN CHARACTER OF PRIDE</p>	<p>An analysis of Brown and Levinson's politeness strategies was conducted using a descriptive qualitative method. According to the</p>	<p>Research result this study here are four types of politeness strategies employed by the main characters of Pride and Prejudice movie. They are bald on record, positive politeness,</p>	<p>The journal analyzed the main character's use of politeness strategies, but there is still room to see how these strategies can be applied in real</p>

	AND PREJUDICE MOVIE.	analysis, the key characters in the Pride and Prejudice movie employed politeness strategies.	negative politeness, and off-record strategy. The most frequent strategy is positive politeness strategy, the second rank is bald-on record then followed by off-record and negative politeness.	life, especially in everyday relationships in society.
4.	Emmanuel Njuki, Humphrey Kirimi Ireri. POSITIVE AND NEGATIVE POLITENESS STRATEGIES USED BY KENYA'S MEMBERS OF NATIONAL ASSEMBLY.	Descriptive qualitative research technique was used in the analysis of data.	The research result of this research is that members of the National Assembly maintain their faces and addressees by using strategies of positive and negative politeness when interacting in the August house.	The National Assembly of Kenya is the specific context on which this study focuses. A comparative study of the politeness tactics employed by members of parliament in various nations or areas would be one area of possible research interest. This could shed light on how different cultures use politeness techniques and how successful they are in legislative conversation.
5.	Fridolini, Dwi Asih Arisena, Kurnia Idawati. POLITENESS STRATEGIES ANALYSIS REFLECTED IN LITTLE WOMEN MOVIE BY GRETA GERWIG.	The qualitative method is used in this study. The qualitative method is one in which the researcher uses pre-existing sources from books or the internet to explain or analyze the data in a descriptive manner.	The purpose of this study is to identify the politeness techniques used in the Little Women film. Brown and Levinson's politeness theory is employed in this study. The study's findings indicate that the Little Women movie employs four different forms of politeness: off-record, negative, positive, and blatant on-record. The fundamental knowledge we ought to possess is that of	This study concentrates on analyzing Greta Gerwig's movie "Little Women" on politeness. A research gap may lie in comparing the politeness strategies used in this movie with other movies or literary works depicting interpersonal relationships.

			<p>norm and moral value. We frequently address folks who are older than us and those with greater social standing in a formal manner. When we are close to someone, like friends or family, and when we feel at ease in the social setting, we tend to communicate informally or lightly.</p>	
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CHAPTER III

ANALYSIS

3.1 Linguistics Analysis

This linguistics analysis consists of politeness strategies in Mark and Eric Nam's Podcast on the Dive Studios YouTube Channel. The researcher used (Brown & Levinson, 1987) to use politeness strategies in Mark and Eric Nam Podcast on the Dive Studios YouTube Channel and the dominant positive politeness strategies are used. Data was taken from utterances of Mark and Eric Nam's conversations on the Podcast. In this research, 26 data of positive politeness strategies. Detailed analysis will be discussed in the next sub-chapter.

3.2 Analysis of the Problem

In this discussion. The research use (Brown & Levinson, 1987) theory for the use of politeness strategies in Mark and Eric Nam's Podcast on the Dive Studi YouTube Channel analysis also to identify the purpose of the conversation used by Searle (Khalish, & Fitrawati, 2024). Specifications in the episode of "*Mark of NCT 127 Naver Stops Talking, Can Anyone 'Fact Check' This Convo?!'*", released on October 10th, 2023.

3.2.1 Types of politeness strategies used in Mark and Eric Nam's Podcast

The following is a table analysis of positive politeness strategies in Mark and Eric Nam's Podcast on Dive Studios YouTube Channel used (Brown & Levinson, 1987). The researcher explains by outlining the findings and analysis by presenting it in each quote. The table below is an illustration of positive politeness strategies findings used by Mark and Eric Nam's Podcast on Dive Studios YouTube Channel in their conversation.

Table II. Positive Politeness Strategies Analysis

No.	Positive Politeness Strategies	Amount	Percentage (%)
1.	Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals)	1	4%
2.	Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)	8	30,7%
3.	Strategy 3: Intensify interest to Hearer	6	23%
4.	Strategy 4: Use in group identity markers	3	11%
5.	Strategy 5: Seek Agreement	4	15,3%
6.	Strategy 8: Joke	2	8%
7.	Strategy 11: Be optimistic	1	4%
8.	Strategy 15: Give gifts to Hearer (good, cooperation, sympathy, understanding)	1	4%
	TOTAL	26	100 %

Based on the analysis table above, 26 data were found from positive politeness strategies. Strategy 2: Exaggerate (interest, approval, sympathy with Hearer) was found the most, 8 data. Then, Strategy 3: Intensify interest to Hearer found 6 data. Furthermore, Strategy 5: Seek Agreement 4 data. Strategy 4: Use in group identity markers 3 data. And then, Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals), Strategy 11: Be optimistic, dan Strategy 15: Give gifts to Hearer (good, cooperation, sympathy, understanding) each found only 1 data.

A total of 26 data were found with detailed explanations as follows:

1. Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals)

DATA 12

Duration: 13:51

Mark: *"Today I'm just going to say spider-mark."*

Eric Nam: ***"Oh is that when you wore a Spiderman costume."***

Situation: In this situation, Mark stated that for now, he likes the nickname Spider-Mark that fans gave him. And Eric Nam notices why Mark likes that nickname because Mark used a Spiderman costume during the Halloween celebration.

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam showed his emotional attention to Mark. notices why Mark likes that nickname because Mark used a Spiderman costume during the Halloween celebration.

Positive Politeness Strategies: In data 12 the bold part shows positive politeness sub-strategies 1: Notice, attend to Hearer (interest, wants, needs, goals). Show Strategy 1: Notice, attend Hearer (interest) it suggests that the Speaker should

consider aspects of the Hearer condition. Because of the utterance *“Oh is that when you wore a Spiderman costume?”* said Eric Nam, showing his attention to Mark.

2. Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)

DATA 9

Duration: 12:34

Mark: *“He's huge a Beyonce fan, he asked me to buy a Beyonce Vogue magazine for him while I was in Paris and I'm like sure, and I got it.”*

Eric Nam: *“What a good friend.”*

Situation: In this situation, Mark tells his friend, Kevin, that Kevin really likes Beyonce. And when Mark did a concert tour in Paris, Kevin asked Mark to buy Beyonce's Vogue magazine for him. And Mark got the magazine. Then Eric Nam exaggerated Mark that Mark was a good friend. Because even though Mark was busy he still bought the magazine for his friend.

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam showed his emotional appreciation to Mark because Mark is a good friend.

Positive Politeness Strategies: In data 9 the bold part shows sub-strategies of positive politeness in Strategy 2: Exaggerate (interest, approval, sympathy with Hearer). Show Strategy 2: Exaggerate (sympathy) it on attempting to show sympathy in an exaggerated manner Hearer. Because of the utterance *“what a good friend”* said Eric Nam he really cares about what Mark doing.

DATA 20

Duration: 24:10

Eric Nam: *"I think part of it is you moved around a lot as a kid Toronto, New York, Vancouver, Korea. And then even in Korea, you're in so many different groups doing so many things. Do you ever have issue with like identifying or like figuring out your identity?"*

Mark: ***"I'm impressed bro..."***

Eric Nam: "Why?"

Mark: *"I actually had a documentary about just this."*

Situation: In this situation, Mark was amazed by Eric Nam's question. Because Eric Nam's question relates to the documentary that Mark has made with his group NCT 127. Tells how Mark is moving from place to place. And also being in different group units. Then Mark exaggerated his impressed by what Eric Nam asked.

Speech Act: It means the purpose of the conversation is Expressive. Mark showed his emotional impressed by what Eric Nam asked.

Positive Politeness Strategies: In data 20 the bold part shows sub-strategies of positive politeness in Strategy 2: Exaggerate (interest, approval, sympathy with Hearer). Show Strategy 2: Exaggerate (interest) it on attempting to show interest in an exaggerated manner Hearer. Because of the utterance ***"I'm impressed bro."*** said Mark, showing he enthusiastic or energetic response.

DATA 22

Duration: 29:35

Mark: *"I think in a way music really influenced the way that I was shaping like there. I would say two things of the biggest things that helped or that really influenced on how I should shape my life. It's like religion first of all and then it's music for me. That was a TMI (too much information)."*

Eric Nam: ***"That's great...that's great. I think a lot of people will hear what you're saying and like feel connected to it and understood in some way."***

Situation: In this situation, Mark talks about overthinking and how he overcomes it. Mark says that music is one of the things that shapes him. There are two biggest things that helped shape him, the first is religion and then music. Then Eric Nam exaggerated Mark by saying that it's a good thing and maybe many people feel that way too.

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam showed his positive feelings or approval.

Positive Politeness Strategies: In data 22 the bold part shows sub-strategies of positive politeness in Strategy 2: Exaggerate (interest, approval, sympathy with Hearer). Show Strategy 2: Exaggerate (interest) it on attempting to show interest in an exaggerated manner Hearer. Because of the utterance ***"That's great...that's great. I think a lot of people will hear what you're saying and like feel connected."*** said Eric Nam, showing he enthusiastic or energetic response.

DATA 23

Duration: 31:48

Eric Nam: *“What gets me really excited about watching you as an artist is that because you can do so many things it’s really like what you put your mind to. And you’re like I’m going to this you’re like **cool**. I’m sure you’re going to kill it. And that’s like really I think as a friend, as a brother watch you do that is think is really **cool**.”*

Mark: *“Thank you.”*

Situation: In this situation, Eric Nam states that Mark is cool. Because at a young age, Mark can do anything. Eric Nam who sees him as a friend and older brother is proud of Mark. Then Eric Nam exaggerated Mark because Mark is so cool.

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam showed his emotional appreciation to Mark because even at a young age Mark can do anything and it is cool.

Positive Politeness Strategies: In data 23 the bold part shows sub-strategies of positive politeness in Strategy 2: Exaggerate (interest, approval, sympathy with Hearer). Show Strategy 2: Exaggerate (interest) it on attempting to show interest in an exaggerated manner Hearer. Because of the utterance *“**cool**.”* Said Eric Nam, showing he was enthusiastic.

3. Strategy 3: Intensify interest to Hearer

DATA 2

Duration: 06:04

Eric Nam: “*What is your favorite song on this album except other than the title song?*”

Mark: “*I’m going with Misty, it’s a song in particular I remember, it was a song that I needed at the moment, **if you know what I mean like, I had a write a small part of the song** it just like my verse and the was where I felt I guess I was in the mood for that song and I had to write.*”

Situation: In this situation, Eric asked Mark what his favorite song on the album was, except for the title track. Mark answered that he liked Misty's song, and then Mark intensified the story that he also took part in writing the lyrics for the song. Mark also stated he remembered it was the song he needed at the moment.

Speech Act: It means the purpose of the conversation is Representative. Mark describes that he also took part in writing the lyrics of Misty's song.

Positive Politeness Strategies: In data 2 the bold part shows sub-strategies of positive politeness in Strategy 3: Intensify interest to Hearer. Show Strategy 3: Intensify interest to Hearer the speaker and strive to make the story or information interesting to the Hearer. The speaker not only asserts that the information is interesting but also shows their emotional involvement in the discussion. Because of the utterance “***If you know what I mean like, I had a write a small part of the song***” Mark makes the Hearer feel involved and creates a better communication atmosphere.

DATA 13

Duration: 14:36

Eric Nam: *“This is what if, hey Tom Holland is retiring from Spiderman. Would you be up for an audition for Spiderman? What would you say?”*

Mark: *“I have said this to my fans once, if they ever need an Asian looking for Spider-Man it has to be me.”*

Situation: In this situation, Eric Nam asked Mark if Tom Holland was tired of being Spiderman and whether Mark would audition for it. Mark gave information with intensity that he once told his fans, that if they needed a Spiderman character with an Asian look, the one who had to be the Spiderman was Mark. Because Mark liked the Spiderman character.

Speech Act: It means the purpose of the conversation is Representative. Mark describes if needs a Spiderman character with an Asian look, that Spiderman is Mark.

Positive Politeness Strategies: In data 13 the bold part shows sub-strategies of positive politeness in Strategy 3: Intensify interest to Hearer. Show Strategy 3: Intensify interest to Hearer to the speaker and strive to make the story or information interesting to the listener. The speaker not only asserts that the information is interesting but also shows their emotional involvement in the discussion.

Because of the utterance *“I have said this to my fans once, if they ever need an Asian looking for Spider-Man it has to be me”* Mark makes the Hearer feel involved and creates a better communication atmosphere.

DATA 17

Duration: 19:28

Mark: *"I would never label myself as a rapper."*

Eric Nam: *"Hmmm.."*

Mark: *"You know like, even when I, maybe whenever I do get the time to have a solo release officially or a solo debut. I don't think it entirely rap at all."*

Eric Nam: *"Really?"*

Mark: *"I mean this my current vision, but I don't think I would ever just complete it with just rap."*

Situation: In this situation, Mark gave information with intensity that if he would later make a solo album he thought that the songs on the album would not only contain all rap. But Mark will also sing on his solo album later. Even though Mark's fans and Eric Nam know that Mark is a famous person with a good rapper.

Speech Act: It means the purpose of the conversation is Representative. Mark describes if he would later make a solo album he thought that the songs on the album would not only contain all rap.

Positive Politeness Strategies: In data 17 the bold part shows sub-strategies of positive politeness in Strategy 3: Intensify interest to Hearer. Show Strategy 3: Intensify interest to Hearer to the speaker and strive to make the story or information interesting to the listener. The speaker not only asserts that the information is interesting but also shows their emotional involvement in the discussion. Because of the utterance *"You know like, even when I, maybe whenever I do get the time to have a solo release officially or a solo debut. I don't think it entirely rap at all."* said Mark, positive impression and creating a

better communication atmosphere.

4. Strategy 4: Use in group identity markers

DATA 5

Duration: 09:03

Eric Nam: *“If you had to make a K-pop supergroup who would be in that, you have to limit it to five, this is supposed to be fun.”*

Mark: *“Um, **dang** I’m being pressured”*

Situation: In this situation, Eric asked Mark if he should create a K-pop supergroup with only 5 members. Mark replied that he was depressed by the question. Because Mark himself has 4 units from the NCT group which totals 27 members. And then Mark used slang because felt pressured by the question.

Speech Act: It means the purpose of the conversation is Expressive. Mark showed his emotional shock and was pressured by the Eric Nam question.

Positive Politeness Strategies: In data 5 the bold part shows sub-strategies of positive politeness in Strategy 4: Use in group identity markers. Show Strategy 4: Use in-group identity (Address forms) for nicknames or slang used in groups or closest friends. Because of the utterance, **“Dang”** Mark expresses slang expressions that are usually used in groups or with closest friends.

DATA 7

Duration: 10:55

Eric Nam: *“Okay that's a pretty powerful group, you got GD, D.O. and we have Kevin.”*

Mark: *“Wait...wait...wait **oh dude**, wait can I take someone out?”*

Situation: In his statement, Eric called it 5 members of the K-pop supergroup that Mark made himself outside of NCT members. Consisting of Mark, GD, D.O., and Kevin. Mark was shocked that Eric himself was not a member of the K-pop supergroup, so Mark wanted to remove one of them. Mark calls Eric dude instead of calling his name because they are close friends.

Speech Act: It means the purpose of the conversation is Expressive. Mark showed his emotional shock from Eric Nam's statement.

Positive Politeness Strategies: In data 7 the bold part shows sub-strategies of positive politeness in Strategy 4: Use in group identity markers. Show Strategy 4: Use in-group identity (Address forms) for nicknames used in groups or closest friends. Because of the utterance, *“**Oh dude**”* said Mark used for nicknames used in groups or closest friends.

DATA 10

Duration: 12:54

Eric Nam: *“All right, you are part of now six groups and you also have ninety thousand nicknames. I'm going to read these quick.”*

Mark: *“**Dude**, wait and they only have one English name and it's Mork”*

Situation: In this situation, Eric stated that Mark was in the six-group idol unit. And Eric read out the nicknames given by Mark's fans which were ninety thousand nicknames and of those many nicknames, only one is an English nickname. And then, Mark calls Eric dude instead of calling his name because they are close friends.

Speech Act: It means the purpose of the conversation is Expressive. Mark showed his emotional shock that of the ninety nicknames given by Mark's fans there is only one English name.

Positive Politeness Strategies: In data 10 the bold part shows sub-strategies of positive politeness in Strategy 4: Use in group identity markers. Show Strategy 4: Use in-group identity (Address forms) for nicknames used in groups or closest friends. Because of the utterance, “*dude*” said Mark used for nicknames used in groups or closest friends.

5. Strategy 5: Seek Agreement

DATA 8

Duration: 11:54

Mark: “He is a really good friend yeah, and we met through Eric Nam actually.”

Eric Nam: “*That is actually true at my concert or my birthday party.*”

Situation: In this situation, Mark states that he is friends with Kevin, and Kevin is a good friend. Mark stated that for the first time, he met Kevin because of Eric Nam at a concert or Eric Nam's birthday celebration. Eric Nam agreed with Mark, that was Mark's initial meeting with Kevin.

Speech Act: It means the purpose of the conversation is Representative. Eric describes that he agreed with Mark that Mark's initial meeting with Kevin was because of Eric Nam.

Positive Politeness Strategies: In data 8 the bold part shows sub-strategies of positive politeness in Strategy 5: Seek Agreement. Show Strategy 5: Seek Agreement is to build social relationships by finding and emphasizing things in common and avoiding disagreements that can cause tension or conflict in communication. Because of the utterance, ***“That is actually true at my concert or my birthday party.”*** said Eric Nam shows a similarity of views and agreement with the Hearer.

DATA 11

Duration: 13:41

Mark: *“They say that I look like a baby cheetah, a baby lion....do you see it?”*

Eric Nam: ***“I could see it.”***

Situation: In this situation, Mark states that his fans say that Mark's face looks like a baby cheetah or a baby lion. And Mark asked Eric Nam if he could see the resemblance on Mark's face. Eric Nam said yes, it means agrees that mark's face looks like a baby cheetah or baby lion.

Speech Act: It means the purpose of the conversation is Representative. Eric describes that he agreed that Mark's face looks like a baby cheetah or baby lion.

Positive Politeness Strategies: In data 11 the bold part shows sub-strategies of positive politeness in Strategy 5: Seek Agreement. Show Strategy 5: Seek Agreement is to build social relationships by finding and emphasizing things in

common and avoiding disagreements that can cause tension or conflict in communication. Because of the utterance, “*I could see it.*” said Eric Nam shows the similarity of views and agreement with Mark.

DATA 21

Duration: 27:03

Mark: *“I think even when I was young, even before coming to Korea I was like, I don’t know where I got this from but, I felt like I was made to live the most perfect life just like, I don’t know why. I really don’t know why. But I don’t blame it on anyone or any environment it’s just I think it was just in me. But now I’m just accepting how imperfect life and how imperfect I’m. and trying to just find the things that can help me become as close as to that perfection as I think of and you know just going with the flow I guess.*

Eric Nam: ***I think that’s good, I mean understand why it could feel like a complex.”***

Situation: In this situation, Eric agreed with Mark, because he understood what Mark meant and felt. That mark said about the insecurity that Mark felt. At first, Mark thought life had to be perfect, but sometimes there were imperfections that had to be accepted. And that imperfection we should not blame the environment or anyone. And try to find the perfection that Mark thought by going with the flow.

Speech Act: It means the purpose of the conversation is Representative. Eric describes that he understood what Mark meant and felt.

Positive Politeness Strategies: In data 21 the bold part shows sub-strategies of positive politeness in Strategy 5: Seek Agreement. Show Strategy 5: Seek Agreement is to build social relationships by finding and emphasizing things in common and avoiding disagreements that can cause tension or conflict in communication. Because of the utterance, ***“I think that’s good, I mean understand why it could feel like a complex.”*** said Eric Nam shows the similarity of views and agreement with Mark.

6. Strategy 8: Joke

DATA 4

Duration: 08:04

Mark: *“What’s yours? Do you have a Korean name?”*

Eric Nam: *“I do”*

Mark: *“Wow, we’re finally getting to know each other.”*

Eric Nam: ***“I feel you’re such a stranger.”***

Situation: In this situation, Mark asked Eric Nam if he had a Korean name, and Eric Nam replied that he did. Then Mark felt that they were getting to know each other. But Eric Nam joked that he felt Mark was a stranger.

Speech Act: It means the purpose of the conversation is Expressive.

Eric Nam expresses his attitude humorously. By making a joke that he felt Mark was a stranger.

Positive Politeness Strategies: In data 4 the bold part shows sub-strategies of positive politeness in Strategy 8: Joke. Show Strategy 8: Joke is shows familiarity and reduces the social distance between the speaker and the listener. Because of

the utterance, “*I feel you’re such a stranger*” said Eric Nam shows creates a more relaxed and pleasant conversational atmosphere.

DATA 16

Duration: 16:17

Mark: “*Eric has told me a lot about his life or not a lot but like some stuff about his life.*”

Eric Nam: “*He thinks I’m a fossil, it’s fine.*”

Mark: “*No I don’t, I have respect. You deserve the love are getting already and more.*”

Situation: In this situation, Mark stated that Eric Nam gave him advice about life because Eric Nam had debuted as an idol first. And Eric Nam replied jokingly that Mark thought Eric Nam was old for giving that advice. And Mark laughed, but Mark also appreciated and was proud of Eric Nam.

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam expresses his attitude humorously. By making a joke, Eric Nam was old for giving that advice.

Positive Politeness Strategies: In data 4 the bold part shows sub-strategies of positive politeness in Strategy 8: Joke. Show Strategy 8: Joke is shows familiarity and reduces the social distance between the speaker and the listener. Because of the utterance, “*He thinks I’m a fossil*” said Eric Nam shows creates a more relaxed and pleasant conversational atmosphere.

7. Strategy 11: Be optimistic

DATA 26

Duration: 1.00:50

Mark: *“I’m really, I wish to come back again.”*

Eric Nam: *“Yes!”*

Situation: In this situation, Mark said at the closing of the podcast that he hoped to come back again to podcast Dive Studios. Eric Nam also said yes, hope Mark will also come back again to this podcast Dive Studios.

Speech Act: It means the purpose of the conversation is Expressive. Mark expresses his emotion he hopes to come back again to podcast Dive Studios.

Positive Politeness Strategies: In data 26 the bold part shows sub-strategies of positive politeness in Strategy 11: Be optimistic. Show Strategy 11: Be optimistic is show confidence that the hearer will be willing and able to fulfill the speaker's request or expectation. Because of the utterance, *“I wish to come back again”* said Mark expressions that reflect the belief will be well received or understood by Eric Nam.

8. Strategy 15: Give gifts to Hearer (good, cooperation, sympathy, understanding)

DATA 25

Duration: 59:24

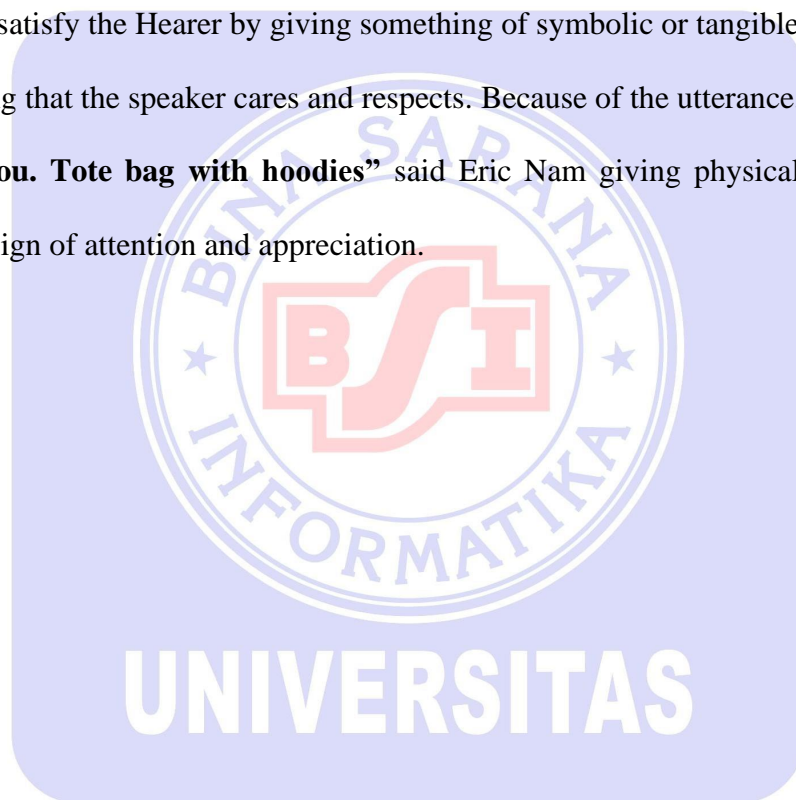
Eric Nam: *“Before you go, we have some gifts for you. Tote bag with hoodies.”*

Mark: *“Thank you...thank you.”*

Situation: In this situation, Eric Nam gave Mark a gift, there is a Dive Studios hoodie as a memento for coming to this podcast Dive Studios

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam shows that they care and respect Mark by giving him a gift Dive Studios Hoodie.

Positive Politeness Strategies: In data 25 the bold part shows sub-strategies of positive politeness in Strategy 15: Give gifts to Hearer (good, cooperation, sympathy, understanding). Show Strategy 15: Give gifts to Hearer (good) to please and satisfy the Hearer by giving something of symbolic or tangible value and showing that the speaker cares and respects. Because of the utterance, **“Some gifts for you. Tote bag with hoodies”** said Eric Nam giving physical gifts to Mark as a sign of attention and appreciation.



CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

The following findings are reached after providing an overview of the many types of positive politeness strategies in Mark and Eric Nam's Podcast on Dive Studios YouTube Channel. Based on the podcast the kinds of politeness strategies found are strategy 1: Notice, attend to Hearer (interest, wants, needs, goals), Strategy 2: Exaggerate (interest, approval, sympathy with Hearer), Strategy 3: Intensify interest to Hearer, Strategy 4: Use in group identity markers, Strategy 5: Seek Agreement, Strategy 8: Joke, Strategy 11: Be optimistic, and Strategy 15: Give gifts to Hearer (good, sympathy, understanding, cooperation).

26 data were found from positive politeness strategies. Strategy 2: Exaggerate (interest, approval, sympathy with Hearer) was found the most, 8 data. Then, Strategy 3: Intensify interest to Hearer found 6 data. Furthermore, Strategy 5: Seek Agreement 4 data. Strategy 4: Use in group identity markers 3 data. Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals), 1 data. Strategy 11: Be optimistic 1 data. And then, Strategy 15: Give gifts to Hearer (good, sympathy, understanding, cooperation) 1 data.

This podcast features a natural and casual conversation between Mark and Eric Nam. Covering a wide range of topics, from personal life to professional experiences with the language used is very relevant to the topic being discussed. Mark and Eric Nam also often show support and appreciation each other. The interaction in this podcast can also occur in everyday life, it means, it is not too

formal but still shows respect and attention to the hearer. This provides a realistic view of how positive politeness strategies are applied in everyday conversations.

4.2 Suggestion

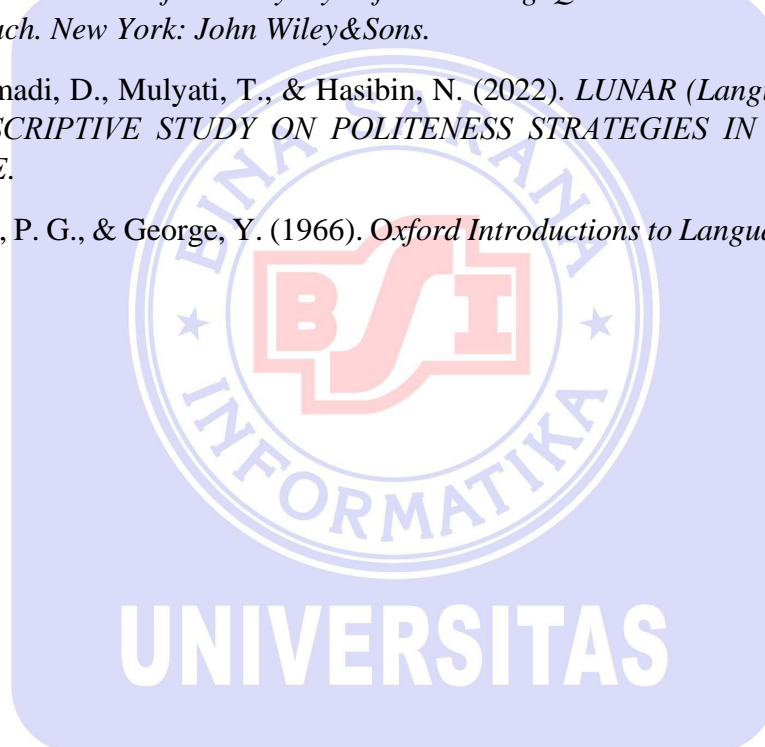
The researcher wanted to offer a few suggestions, particularly for English Language learners. Understanding the aim and significance of utterance references requires knowledge of the subject of positive politeness strategies. Readers and listeners can better understand what speaker is saying by being familiar with many types of positive politeness strategies.

Furthermore, the researcher expects that future researchers investigating positive politeness strategies will be able to provide a deeper understanding of positive politeness strategies. The researcher advises linguistics students interested in studying pragmatics to gain a deeper comprehension of the positive politeness approach. Because using a politeness strategy can help have productive communication in social situations. In addition, additional linguistics-related approaches like sociolinguistics, stylistics, or semantics may be used by later scholars to examine the subject of this study and use different media for analysis such as podcasts, movies, or novels.

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CURRICULUM VITAE

A. Personal Data

SID : 33200038
Full Name : Rahma Fazharani
Place & Date of Birth : Depok, 10 Maret 2002
Address : JL. Belimbing No. 75. Kota Depok 16437
Telephone Number : 083806191925
Email : fazharani10@gmail.com

B. Educational Background

I. Formal Education

1. Universitas Bina Sarana Informatika 2020-present
2. SMK Al-Muhtadin Depok 2017-2020
3. SMP Dharma Pertiwi 2014-2017
4. SD Negeri Cipayung 2008 -2014

II. Informal Education

1. Computer Networking Course, 2019

C. Organization & Work Experience

1. Fieldwork Practice, Faculty of Law, University of Indonesia, July-August 2019
2. Internship at Kantor Imigrasi Kelas I Non TPI Bogor, Immigration Status of Foreign, August-October 2020



Jakarta, 26th 2024

Rahma Fazharani

PLAGIARISM CHECK RESULT

[file 2] POLITENESS STRATEGIES IN MARK AND ERIC NAM'S
PODCAST.-14-64_082744

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APPENDICES

Here is the YouTube video link for Mark and Eric Nam's podcast on dive studios.

<https://www.youtube.com/watch?v=8P7dEGkvHH8&t=235s>

Data No.	Duration	Utterances	Positive Politeness Strategies
1.	04:51	<p>Mark: <i>"And this is like just off the record, I came to this studio a month ago or something."</i></p> <p>Eric Nam: <i>"Yeah, what like three weeks ago."</i></p> <p>Mark: <i>"We just chilled and..."</i></p> <p>Eric Nam: <i>"Yeah, we had a pizza."</i></p>	Strategy 3: Intensify interest to Hearer
2.	06:04	<p>Eric Nam: <i>"What is your favorite song on this album except other than the title song?"</i></p> <p>Mark: <i>"I'm going with misty, it's a song in particular I remember, it was a song that I needed at the moment, if you know what I mean like, I had a write a small part of the song it just like my verse and the was where I felt I guess I was in the mood for that song and I had to write."</i></p>	Strategy 3: Intensify interest to Hearer

3.	06:44	<p>Eric Nam: “<i>What were your lyrics about.</i>”</p> <p>Mark: “<i>I think it’s about, you know, you can have your own interpretations even if you’re on the same song and so it’s about misty I think the way I translated it was, you know it’s pretty much you’re missing a significant person.</i>”</p>	Strategy 3: Intensify interest to Hearer
4.	08:04	<p>Mark: “<i>What’s yours? Do you have a Korean name?</i>”</p> <p>Eric Nam: “<i>I do</i>”</p> <p>Mark: “<i>Wow, we’re finally getting to know each other.</i>”</p> <p>Eric Nam: “<i>I feel you’re such a stranger.</i>”</p>	Strategy 8: Joke
5.	09:03	<p>Eric Nam: “<i>If you had to make a K-pop supergroup who would be in that, you have to limit it to five, this is supposed to be fun.</i>”</p> <p>Mark: “<i>Um, dang I’m being pressured</i>”</p>	Strategy 4: Use in group identity markers
6.	10:17	<p>Mark: “<i>I want a D.O. from EXO, I’m a fan.</i>”</p> <p>Eric Nam: “<i>Woah, great call. He has a great voice.</i>”</p>	Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)

7.	10:55	Eric Nam: <i>"Okay that's a pretty powerful group, you got GD, D.O. and we have Kevin."</i> Mark: <i>"Wait...wait...wait oh dude, wait can I take someone out?"</i>	Strategy 4: Use in group identity markers
8.	11:54	Mark: <i>"He is a really good friend yeah, and we met through Eric Nam actually."</i> Eric Nam: <i>"That is actually true at my concert or my birthday party."</i>	Strategy 5: Seek Agreement
9.	12:34	Mark: <i>"He's huge a Beyonce fan, he asked me to buy a Beyonce Vogue magazine for him while I was in Paris and I'm like sure, and I got it."</i> Eric Nam: <i>"What a good friend."</i>	Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)
10.	12:54	Eric Nam: <i>"All right, you are part of now six groups and you also have ninety thousand nicknames. I'm going to read these quick."</i> Mark: <i>"Dude, wait and they only have one English name and it's Mork"</i>	Strategy 4: Use in group identity markers
11.	13:41	Mark: <i>"They say that I look like a baby cheetah, a baby lion...do you see it?"</i> Eric Nam: <i>"I could see it."</i>	Strategy 5: Seek Agreement

12.	13:51	<p>Mark: <i>"Today I'm just going to say spider-mark."</i></p> <p>Eric Nam: <i>"Oh is that when you wore a Spiderman costume."</i></p>	Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals)
13.	14:36	<p>Eric Nam: <i>"This is what if, hey Tom Holland is retiring from Spiderman. Would you be up for an audition for Spiderman? What would you say?"</i></p> <p>Mark: <i>"I have said this to my fans once, if they ever need an Asian looking for Spider-Man it has to be me."</i></p>	Strategy 3: Intensify interest to Hearer
14.	14:50	<p>Mark: <i>"You know, I was in the park once playing basketball with like Chenle and there were kids. And one of their shoes or was it a ball it got stuck up on a roof and I climbed up and got it for him. And I was like..."</i></p> <p>Eric Nam: <i>"Am I a Spiderman?"</i></p> <p>Mark: <i>"I didn't think of it but Chenle did. Yo, you kind of look like Spiderman there for a moment. That is where it kind of stuck with me. In this situation, Mark tells Eric Nam that at that time he was playing basketball in the</i></p>	Strategy 3: Intensify interest to Hearer

		<p><i>park with his friend Chenle and Mark climbed to pick up a shoe or a small child's ball that was stuck. Then Chenle said to Mark that when he climbed it looked like Spiderman. Because Mark likes the Spiderman character, the incident stuck to him."</i></p>	
15.	15:18	<p>Eric Nam: <i>"You moved to Korea when? How old were you young?"</i></p> <p>Mark: <i>"I was, so it was 2013. Ten years ago wow! I've been in Korea for ten plus years now."</i></p>	Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)
16.	16:17	<p>Mark: <i>"Eric has told me a lot about his life or not a lot but like some stuff about his life."</i></p> <p>Eric Nam: <i>"He thinks I'm a fossil, it's fine."</i></p> <p>Mark: <i>"No I don't, I have respect. You deserve the love are getting already and more."</i></p>	Strategy 8: Joke
17.	19:28	<p>Mark: <i>"I would never label myself as a rapper."</i></p> <p>Eric Nam: <i>"Hmmm.."</i></p> <p>Mark: <i>"You know like, even when I, maybe whenever I do get the time to have a solo release officially or a solo debut. I don't think it entirely</i></p>	Strategy 3: Intensify interest to Hearer

		<p><i>rap at all.”</i></p> <p>Eric Nam: “Really? “</p> <p>Mark: “<i>I mean this my current vision, but I don’t think I would ever just complete it with just rap.”</i></p>	
18.	21:05	<p>Eric Nam: “<i>We go take the cab and you’re like I’ve never been in a London cab. We go have a breakfast.”</i></p> <p>Mark: “<i>And the cab driver had an accent that I couldn’t really follow. But luckily you you’re like you had it under control. Oh, that was awful...that was awful.”</i></p>	Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)
19.	23:02	<p>Eric Nam: “<i>So you were born in Canada and then you moved in New York?”</i></p> <p>Mark: “<i>I was almost a nomad</i> pretty much. I moved a lot.”</p>	Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)
20.	24:10	<p>Eric Nam: “<i>I think part of it is you moved around a lot as a kid Toronto, New York, Vancouver, Korea. And then even in Korea, you’re in so many different groups doing so many things. Do you ever have issue with like identifying or like figuring out your identity?”</i></p> <p>Mark: “<i>I’m impressed bro...</i>”</p>	Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)

		<p>Eric Nam: “Why?”</p> <p>Mark: “<i>I actually had a documentary about just this.</i>”</p>	
21.	27:03	<p>Mark: “<i>I think even when I was young, even before coming to Korea I was like, I don’t know where I got this from but, I felt like I was made to live the most perfect life just like, I don’t know why. I really don’t know why. But I don’t blame it on anyone or any environment it’s just I think it was just in me. But now I’m just accepting how imperfect life and how imperfect I’m. and trying to just find the things that can help me become as close as to that perfection as I think of and you know just going with the flow I guess.</i></p> <p>Eric Nam: <i>I think that’s good, I mean understand why it could feel like a complex.</i>”</p>	Strategy 5: Seek Agreement

22.	29:35	<p>Mark: <i>“I think in a way music really influenced the way that I was shaping like there. I would say two things of the biggest things that helped or that really influenced on how I should shape my life. It’s like religion first of all and then it’s music for me. That was a TMI (too much information).”</i></p> <p>Eric Nam: <i>“That’s great...that’s great. I think a lot of people will hear what you’re saying and like feel connected to it and understood in some way.”</i></p>	<p>Strategy 2: Exaggerate (interest, approval, sympathy with Hearer) sympathy with Hearer</p>
23.	31:48	<p>Eric Nam: <i>“What gets me really excited about watching you as an artist is that because you can do so many things it’s really like what you put your mind to. And you’re like I’m going to this you’re like cool. I’m sure you’re going to kill it. And that’s like really I think as a friend, as a brother watch you do that is think is really cool.”</i></p> <p>Mark: <i>“Thank you.”</i></p>	<p>Strategy 2: Exaggerate (interest, approval, sympathy with Hearer) sympathy with Hearer</p>

24.	34.45	<p>Eric Nam: “<i>Are you super in your head all the time? Do you like overthink things, do you think?</i>”</p> <p>Mark: “<i>I don’t know if the amount that I’m thinking is overthinking. Do you know what that sound means?</i>”</p> <p>Eric Nam: “<i>Yeah, you think a lot.</i>”</p>	Strategy 5: Seek Agreement
25.	59:24	<p>Duration: 59:24</p> <p>Eric Nam: “<i>Before you go, we have some gifts for you. Tote bag with hoodies.</i>”</p> <p>Mark: “<i>Thank you...thank you.</i>”</p>	Strategy 15: Give gifts to Hearer (good, sympathy, understanding, cooperation)
26.	1.00.50	<p>Mark: <i>I’m really, I wish to come back again</i></p> <p>Eric Nam: <i>yes!</i></p>	Strategy 11: Be optimistic