

## **POSITIVE POLITENESS STRATEGIES IN JAY SHETTY PODCAST YOUTUBE CHANNEL: AN INTERVIEW WITH WILL SMITH**

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### **Abstract**

*This study aims to examine the positive politeness strategies that are often used to show similarity, familiarity and respect. This research discusses the positive politeness strategies used by Jay Shetty on the Jay Shetty Podcast YouTube channel. This research focuses on the types of positive politeness strategies used by Jay Shetty to Will Smith as the guest star in talk show videos on the Jay Shetty Podcast YouTube channel. The data from this study are analyzed using the theory proposed by Brown & Levinson (1987) who argue that there are 15 positive politeness strategies. The method used to analyze this research is a qualitative approach with the content analysis method, the data in this study are taken from Jay Shetty's interviews with Will Smith that have been transcribed. The results showed that Jay Shetty used 10 out of 15 positive politeness strategies proposed by Brown & Levinson (1987) when he communicated with the guest star, with a total of 75 data. Based on the analysis, the positive politeness strategy of exaggerate (approval, interest, sympathy with H) is the most dominant strategy used by Jay Shetty with a total of 21 data. Jay Shetty uses this strategy to show respect, approval, interest and sympathy to his guest star so that they are satisfied.*

**Keywords:** *politeness, positive politeness strategies, talk show.*

## INTRODUCTION

Language is one of the most important parts of human life, because without language it is difficult for humans to communicate with each other. Humans can express, emotions, feelings, ideas, opinions, and so on through language (Fitria et al., 2020). In other words, through language humans can express thoughts, emotions, and feelings in an effective and better way. In using language, sometimes humans do not speak politely, or even violate certain aspects of politeness when they communicate with others. In this case, of course, it can hurt the feelings of someone who hears it. The study of the phenomenon of politeness in language is discussed in the branch of linguistics, which is pragmatics.

When talking about politeness in the field of pragmatic, it does not refer to rules of social behavior such as letting others through the door first, or wiping the mouth with a napkin rather than using the back of the hand. However, in this context, politeness is referring to the decisions made when using language, the way of speaking that gives others a space, and showing a kind attitude to them (Cutting, 2001:44-45). In other words, politeness is a way to interact with others to show a friendly attitude. In an interaction, politeness is the means used to show awareness of the other person's face (Yule, 1996:60). Face here is not face in the literal sense, but is a term that means one's public self-image. It is referred to the emotional and social aspects that exist within each individual, and it is expected that everyone can recognize these aspects.

When having conversation, strategies are needed to create a comfortable interaction between the speaker and the hearer. The speaker must know the appropriate ways to speak. According to Yule (1996) this is called "polite social behavior". It is one of the ways people keep face and the feelings of others in communication. In general, being polite means being considerate of other people's feelings. A positive relationship will develop between two people when they feel comfortable with each other. To ensure a productive conversation, politeness is essential. As speakers, people should be able to plan what they say to sound good to the people listening and avoid words that may hurt their feelings. According to Brown & Levinson (1987), politeness strategies should be used by speakers and hearers to respect each other. Therefore, in speaking, using politeness is needed.

Brown & Levinson (1987) state that there are strategies used to reduce the impact of these situations and protect the vulnerability of mutually beneficial self-image. The purpose of developing the concept of politeness strategies is to prevent embarrassment or discomfort to the listener, thereby protecting their "face" (Sapitri et al., 2019). Brown and Levinson (1987)

explain there are four politeness strategies, which are Bald on Record, Negative Politeness, Off Record and Positive Politeness.

Bald on record is a strategy where the speaker communicates their message in a direct and unambiguous manner, without any attempt to mitigate the potential face-threatening act (FTA). This strategy is considered to be the least polite, as it can be perceived as confrontational and insensitive (Brown & Levinson, 1987). However, it may be used in situations where the speaker has a high degree of power over the hearer, or when the Gricean Maxim of efficiency is highly valued. Moreover, Hakim & Novitasari (2022:193) describe that bald-on-record is a type of utterance in the form of a request or order that is directly directed to another person. Negative politeness focuses on maintaining a negative face by emphasizing the distance between the speaker and the listener. In negative politeness, mutual interference is also avoided. The use of negative politeness aims to give choices to the listener and avoid coercion or assumptions (Hakim & Novitasari, 2022:194) This is a specific and focused strategy because it aims to reduce the unavoidable burden of the FTA.

Brown & Levinson's (1987) claims politeness theory, off-record strategies are used to express meanings indirectly, rather than explicitly. These strategies tend to be expressed implicitly, and are often used to avoid threatening the face of the speaker or the hearer. Off-record strategies are often used in situations where the speaker wants to convey a message indirectly, without being too direct or confrontational. Brown & Levinson (1987:70) explains in essence, positive politeness is aimed at the positive face of the interlocutor, namely the positive image that is considered to be owned by the interlocutor. Positive politeness is an approach that leaves an impression on the face of the interlocutor that in certain matters the speaker also has the same desire as the interlocutor i.e., by treating him as a member of the group, a friend, as someone whose desires are known and liked.

These strategies are very important to use, because often when speaking, speakers have the potential to hurt their hearers, as expressed by Brown and Levinson (1992) that every speech act has the potential to threaten the face of the hearer. Which means, this concept shows that being polite is very difficult to do without knowing the strategies, because it requires language learning, as well as the development of strategies to consider the emotions of the hearer. Politeness can be found anywhere, one of which is in talk shows. In talk shows, hosts and guest stars will tend to use politeness when they communicate to respect each other.

Talk shows is one of the most watched programming genres today. Whether on television or on digital platforms, talk shows have a special appeal to viewers. Talk shows are well-loved because they often include interviews with experts in a particular subject, famous

individuals, or those with inspiring stories. According to Hutchby (2003), a talk show is an interactive conversation show, talk show, or dialogue show that brings guest stars into the talk show studio to talk about or discuss a topic. Through the topic discussed in the talk show, viewers can find out information, especially information that is being discussed.

The *Jay Shetty Podcast* YouTube channel is one of the YouTube channels whose content contains talk shows that invite guest stars from various jobs such as athletes, doctors, models, singers, speakers, writers, actors, and various other fields. In his content, Jay Shetty discusses something interesting and provides benefits to his audience, which are sharing motivation, sharing how to improve mental health, and sharing how to live happier. Jay Shetty is a British person of Indian origin who wears many hats, including that of a narrator, filmmaker, former monk, vlogger, and motivational speaker. He has achieved worldwide fame and popularity through his extensive content, including his vlogs and social media posts on Instagram and YouTube.

Based on the background above, the object chosen by the author in this study is one of the most popular talk show videos on the Jay Shetty Podcast YouTube channel, which is Jay Shetty's interview video with Will Smith entitled *Will Smith's Life Advice on Manifesting Success Will Change Your Life*. This video has been watched around 3.4 million times. The author is interested in researching the video, because the theme discussed in the video is fairly sensitive to talk about, so it requires the appropriate strategy to be used in the situation, and the positive politeness strategy is one of the appropriate strategies to deal with this, therefore researching related to the use of positive politeness strategies will be very interesting and useful. Furthermore, the purpose of this study is to analyze the types of positive politeness strategies used by Jay Shetty to Will Smith in a talk show video on the *Jay Shetty Podcast* YouTube Channel. Therefore, the author decided to propose “**Positive Politeness Strategies in Jay Shetty Podcast YouTube Channel: An Interview with Will Smith**” as the title in this study.

## METHODOLOGY

The approach used by the author in this research is a qualitative approach. Creswell (2014) defines qualitative research is an approach used to understand and explore the meaning given by groups or individuals to a human social problem. The reason the qualitative approach is used in this study is because the data analyzed in this study are in the form of utterances that will be explained descriptively. As stated Creswell (2014) qualitative research is often framed in terms of the use of words rather than the use of numbers. In other words, qualitative research is research that tends to describe data in descriptive form which usually consists of written data, speech, or even human behavior. In addition, (Bogdan & Biklen, 2007) states that qualitative

methods are research procedures whose subjects are descriptive data made from the spoken and written words of each participant.

Furthermore, regarding the method used in this research, the content analysis method is the method used by the author to analyze the data in this research. According to Schreier (2012) argues that qualitative content analysis (QCA) is a method that systematically aims to describe the meaning contained in qualitative material. This is done by classifying parts of the author's material sequentially into categories within a coding framework. The data source in this study is the utterances containing positive politeness strategies taken from Jay Shetty's video interview with Will Smith in the video entitled "Will Smith's LIFE ADVICE On Manifesting Success Will CHANGE YOUR LIFE", the video can be accessed at the link <https://youtu.be/kDYMizH73cc>.

## FINDINGS AND DISCUSSIONS

### Findings

Based on the results of research that has been conducted on the video entitled "Will Smith's Life Advice On Manifesting Success Will Change Your Life" on the Jay Shetty Podcast YouTube channel, the results show that Jay Shetty uses 10 out of 15 positive politeness strategies proposed by Brown & Levinson 1987 with a total of 75 data found when he communicated with Will Smith in his interview. For more details, the author presents the types of positive politeness strategies used by Jay Shetty in the talk show video on the Jay Shetty Podcast YouTube channel through table 1 as the follow.

**Table 1. The types of positive politeness strategies used by Jay Shetty in an interview with Will Smith**

No	Types of Positive Politeness Strategies	Positive Politeness Strategies Used by Jay Shetty
1	Notice/attend to H (goods, needs, wants, interests)	4
2	Exaggerate (approval, interest, sympathy with H)	21
3	Intensify interest to H	9
4	Use in-group identity markers	12
5	Seek agreement	11
6	Avoid Disagreement	4
7	Assert/presuppose/raise common ground	4
8	Joke	2
9	Presuppose or assert S's knowledge of and concern for H's wants	-
10	Promise/offer	-

11	Be Optimistic	-
12	Include both S and H in the activity	-
13	Give (or ask for) reasons	3
14	Assume or assert reciprocity	-
15	Give gifts to H (corporation, goods, understanding, sympathy)	5
<b>Total</b>		75

Based on table 1, the author found 10 positive politeness strategies used by Jay Shetty in the video talk show with Will Smith with a total of 75 data. These strategies are four data notice/attend to H, 21 data exaggerate (approval, interest, sympathy for H), 9 data intensify interest to H, 12 data use in-group identity markers, 11 data seek agreement, four data avoid disagreement, four data presuppose/assert/raise common ground, two data joke, three data give (or ask) reasons, and five data give gifts to H. Meanwhile, the strategies that were not found were asserting or presupposing S's knowledge and concern for H's wishes, being optimistic, including S and H in activities, and promising/offering, and asserting/stating reciprocity.

## Discussions

### Positive Politeness Strategies Used by Jay Shetty

#### 1. Notice, attend to H (goods, needs, wants, interests)

Generally, this strategy has suggested that speakers pay attention to factors related to the hearer's situation, such as striking changes, things that are very important to the hearer, and anything that seems to indicate that the hearer wants the speaker's attention and approval (Brown & Levinson: 1987). The example of the use of this strategy can be seen in the data below:

#### Data 1

Jay Shetty : **I watched Bad Boys for life for the seventh time on the way here today to Dubai.** Because because I thought I wasn't, I was like, it's offensive to watch any other movie. So, I've been a big fan for years.

Time : 1:13:14 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

In data one Jay Shetty uses the positive politeness strategy of notice/attend to H, this is indicated by the utterance “*I watched Bad Boys for life for the seventh time on the way here today to Dubai*”, this utterance shows that Jay Shetty recognizes or pays attention to the interlocutor's goods, as Brown and Levinson (1987) explain that paying attention to the interlocutor's goods is one of the aspects considered when using this strategy, the goods referred to here are “Bad Boys”. Bad Boys is one of the films starring Will Smith in 1995, when Jay Shetty recognizes or pays attention to the goods

of the interlocutor, it can indirectly increase the creation of a pleasant atmosphere while at the same time can save the face of the interlocutor.

## 2. Exaggerate (approval, interest, sympathy with H)

This strategy involves the use of emphasis, intonation, as well as other exaggerated elements of prosody, along with the use of changes that increase their intensity (Brown & Levinson, 1987). Besides that, Kusanaghi et al (2023) described excessive use of empathic words or particles is another feature of positive politeness strategies. It is usually indicated by the following example expression; really, fantastic, and exactly. The examples of the use of this strategy can be seen in the data below:

### Data 2

Jay Shetty : **I love that, man. That's That's such a beautiful story.** I I haven't heard that one before.

Time : 00:24:57 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

The positive politeness strategy of exaggerate in data two used by Jay when he responded to the narrative told by Will Smith about the figure of his grandmother who was very dedicated to serving others, besides that it was also told that his grandmother became his inspiration to also dedicate his life to love and service to others. In responding to the story, Jay Shetty used the words “Love and Beautiful” as an emphasis that indicates exaggeration of interest and sympathy. By doing this strategy, Jay Shetty can save the positive face of his interlocutor, so as the result could make the interlocutor feel recognized, appreciated, and considered important.

### Data 3

Jay Shetty : **Absolutely, man.** And and I also wanna say too, like I think it's rare where you get to sit down with someone that you've got to know intimately and closely.

Time : 00:03:46 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

Data three indicates the use of the positive politeness strategy exaggerate with the use of the word “Absolutely”. According to Brown and Levinson (1987) in English this word shows intonation or stress that shows excessive approval. Furthermore, the situation when the utterance in data three is spoken when Jay responds to Will Smith's utterance to show approval for what Will Smith said. Therefore, by exaggerating the

agreement, it is expected to avoid the potential of hurting the hearer's face, reducing the potential for tension or conflict when communicating.

### 3. Intensify interest to H

One way for speaker (S) to convey to hearer (H) that he shares her desires is to increase his interest in the conversation through the use of an interesting story. The use of direct quotations rather than indirect reporting is another one of the features of this strategy. S may use interesting questions or phrases such as “isn't it?”, “you know?”, or “see what I mean?” to actively engage hearer (H) in the conversation (Brown & Levinson, 1987). The examples of the use of this strategy can be seen in the data below:

#### Data 4

Jay Shetty : **And I think that for, you know?** having met you in public arenas, whether it was the Bad Boys Premier, and then in our personal meetings, as you were mentioning, you're just even better.

Time : 00:04:37 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

The positive politeness strategy in the data four is a positive politeness strategy of intensify interest to H used by Jay Shetty when he conducted an interview with Will Smith. The use of intensifying questions such as “You know” as spoken by Jay Shetty in data four is one of the markers of this strategy, by inserting questions in an utterance it aims to actively involve H in the conversation. according to Brown and Levinson (1987) this question aims as a trigger so that hearers become more actively involved in the conversation. By doing this strategy, it can create a more intense atmosphere between the speaker and the hearer, thus making the pace of the conversation more communicative.

### 4. Use in-group identity markers

By using various methods to show his/her participation in a group, S indirectly claims that he/her has something in common with H as defined by the group's definition. This involves the use of within-group greeting variations, specialized languages or dialects, specialized terms or slang, as well as the use of ellipsis (Brown & Levinson, (1987). In addition, Kushanagi et al. (2023) explain that forms of greeting used to indicate membership in the group include common names and familiar terms such as Mac, buddy, mate, pal, dear, honey duckie, babe, luv, Mom, brother, blondie, sister, cutie, guys, sweetheart. fellas. In addition, the use of jargon or slang refers to the



use of a particular language or dialect used within the group. The examples of the use of this strategy can be seen in the data below:

#### Data 5

Jay Shetty : **Absolutely, man. And and I also wanna say too**, like I think it's rare where you get to sit down with someone that you've got to know intimately and closely.

Time : 00:03:46 (Jay Shetty's interviews with Will Smith,  
<https://youtu.be/kDYMizH73cc>)

Data five is a positive politeness strategy that is included in the positive politeness strategy of using in-group identity markers, because it can be seen in the utterance data five Jay Shetty uses the address form word "Man" and the slang "Wanna" when he talks to Will Smith. According to Brown and Levinson (1987) this strategy serves to show the similarity of group identity between them. By using expressions that indicate the use of this strategy, speakers and hearers can strengthen the emotional involvement between them. It can certainly increase mutual understanding, create stronger emotional bonds, and generate feelings of mutual care.

#### Data 6

Jay Shetty : **I love that, man.** That's that's such a beautiful story. I I haven't heard that one before.

Time : 00:24:57 (Jay Shetty's interviews with Will Smith,  
<https://youtu.be/kDYMizH73cc>)

The positive politeness strategy in data six is an utterance that belongs to the positive politeness strategy of using in-group identity markers, where this is indicated by the use of the address form word "Man". The use of this address form serves to soften the imperative power of the speaker's utterance to the hearer so that the hearer's positive face is fulfilled, and also at the same time strengthen the closeness of the interpersonal relationship between them.

### 5. Seek agreement

According to Brown & Levinson (1987) one common way of expressing agreement with H is to look for possible ways to reach agreement with H. In this case, by raising "safe topics", S can emphasize her agreement with H and fulfill H's desire to feel 'right' or supported in his opinion. Agreement can also be reinforced by repeating part or all of what the speaker has said earlier in the conversation. This repetition not only shows that one has listened well to what was said, but is also used to emphasize

emotional agreement with the statement (or to show interest and surprise). The examples of the use of this strategy can be seen in the data below:

#### Data 7

Jay Shetty : That's amazing though, that you were able to process it positively. **Yeah. I I feel like we're living at a time, we've talked about this before, that our childhood experiences form our adult desires. And I feel, feel like now people are starting to hear that in the conversation where they're like, oh yeah, because this happened with my parents, now I feel like this.**

Time : 00:06:40 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

The positive politeness strategy in data seven spoken when Jay Shetty responds to Will Smith's opinion who tells his difficult experience when he was a child because he experienced violence caused by his parents, and over time he became sensitive to the emotions of the people around him. To respond to the narrative, Jay Shetty then uses the positive politeness strategy seek agreement to minimize conflict and seek approval for Will Smith's narrative. Jay Shetty's utterance that indicates the use of seek agreement strategy can be seen in this utterance “*Yeah. I feel like we're living at a time, we've talked about this before, that our childhood experiences form our adult desires. And I feel, feel like now people are starting to hear that in the conversation where they're like, oh yeah, because this happened with my parents, now I feel like this*”, through this utterance it can be seen that Jay Shetty said a safe topic to respond to Will Smith, so Will Smith's face was saved.

#### Data 8

Jay Shetty : Yeah, and I love that, and I was so fascinated by that myself because I saw that within myself. **And so when I saw it with you and the family, I was so drawn to that because, Yeah, I think that a lot of what we're trying to figure out in today's world has been suffered for long enough in an internal way that when you're diving into these books of wisdom, there's just so much there to unearth.** Because people have been through the same challenges for decades and decades and decades.

Time : 48:49 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

Data eight was spoken when Jay Shetty responded to the narrative included by Will Smith. To respond to the narrative, Jay Shetty uses the positive politeness strategy of seeking agreement by saying this utterance “*And so when I saw it with you and the family, I was so drawn to that because, Yeah, I think that a lot of what we're trying to figure out in today's world has been suffered for long enough in an internal way that*

when you're diving into these books of wisdom, there's just so much there to unearth", through this utterance Jay Shetty expresses his opinion by revealing a safe topic so as not to offend Will Smith. Revealing a safe topic when seeking agreement is one way that indicates the use of this strategy according to Brown and Levinson (1987). Thus, by using this strategy the speaker can build mutual understanding and respect different opinions.

## 6. Avoid Disagreement

Brown & Levinson (1987) cited by Kusanaghi et al. (2023), four communication strategies are described. The first is "token agreement", where one wants to appear to agree with H (the interlocutor) and uses a mechanism of feigned agreement. The second is "pseudo-agreement", which is seen in the use of the word "then" as a conclusive marker. By using the word "the", S (the speaker) implies that he/she agrees with H. Third is "white lie", where when S is faced with having to state an opinion, he/she prefers to lie rather than ruin H's positive face. And the last is "opinion hedging", where Brown & Levinson suggest that S may choose to hide his/her own opinion so as not to appear to disagree. The examples of the use of this strategy can be seen in the data below:

### Data 9

Jay Shetty : **Yeah, it's so beautifully said again.** As I was listening to you, I was thinking about how we're programmed to believe that life is for enjoyment. **But actually, it's for education.**

Time : 01:29:42 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

In data 9 Jay Shetty uses the positive politeness strategy of avoid disagreement, this can be seen in Jay Shetty's utterance "*Yeah, it's so beautifully said again*" in this utterance Jay Shetty shows his agreement with what Will Smith said earlier, but then Jay Shetty said "*But actually it's for education*", this indicates that actually Jay Shetty did not agree with Will Smith's previous opinion, but Jay avoided the agreement by hiding his disagreement, according to Brown and Levinson (1987) this is called "token agreement". By using this positive politeness strategy, the speaker can maintain harmony in the interaction.

### Data 10

Jay Shetty : **I think people sometimes see these flips where they're like, oh yeah, now that you are rich and successful and famous, now you're going this way. But But actually,** from our conversations and how you've shared with the family, or even when we've worked with some of the friends in your

life, it's like, this has actually been a long process. This isn't just 10, 12 months. This This isn't just a couple of years.

Time : 00:19:35 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

Data 10 is spoken by Jay Shetty when he responds to Will Smith's utterance who expresses his opinion regarding that we can learn something extreme through athletes, something extreme is the mindset to maintain extreme discipline to achieve goals. To respond to disagreement with Will Smith's opinion, Jay Shetty did not directly refute Will Smith's opinion, but first expressed his thoughts as in the utterance “*I think people sometimes see these flips where they're like, oh yeah, now that you are rich and successful and famous, now you're going this way*” then Jay Shetty added with the utterance “*But actually*”, according to Brown and Levinson this method is a way to avoid disagreement without having to hurt the other person's face.

## 7. Presuppose/raise/assert common ground

According to Brown & Levinson (1987) as cited by Kusanaghi et al. (2023), in this strategy, the speaker attempts to make small talk that involves sacrificing time and attention to the listener as a sign of friendship or interest in them by talking briefly about irrelevant topics. By doing this, S can indicate his/her general interest in H and show that her visit is not only to discuss the main topic (i.e., a request). In addition, in discussing shared interests with H, S had ample opportunity to emphasize the commonalities shared, such as shared concerns and shared views on events of interest. The examples of the use of this strategy can be seen in the data below:

### Data 11

Jay Shetty : **And I think that for, you know, having met you in public arenas, whether it was the Bad Boys Premier**, and then in our personal meetings, as you were mentioning, you're just even better.

Time : 00:04:37 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

The positive politeness strategy in data 11 Jay Shetty presupposes that he and Will Smith have the same understanding or knowledge of what Jay Shetty is saying, therefore Jay Shetty uses the positive politeness strategy of presuppose/raise/assert common ground when he communicates with Will Smith. It can be seen in data 11 that Jay Shetty said “Bad Boys Premier”, this Bad Boys Premier utterance is something that Jay Shetty assumes that Will Smith knows about this, and of course it will be known by Will Smith because Will Smith is a cast member in this Bad Boys movie, and of course

the use of this term has been considered to be used by Jay Shetty. According to Brown and Levinson presupposing hearer knowledge is one way to apply the presuppose/raise/assert common ground strategy. Using this strategy will reduce the need to explain in detail information that may already be known to the hearer.

#### Data 12

Jay Shetty : **I I remember when we were on that first phone call and I was like, you were like, I wanna work on this.** I I was like, how much time do you have? Like, Like, how much time do you have? And And I, you know, you're Will Smith, so I'm thinking you don't have any time.

Time : 00:56:31 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

Based on data 12 Jay Shetty used the positive politeness strategy of presuppose/raise/assert common ground, this can be seen when Jay Shetty said “*I I remember when we were on that first phone call and I was like, you were like, I wanna work on this*”, what Jay Shetty said indicated gossip or small talk when he discussed with Will Smith, according to Brown and Levinson (1987) this is one way to use the presuppose/raise/assert common ground strategy. In addition, by using this strategy the speaker can save the hearer's face and can also make the atmosphere of the talk more fun and not boring.

#### 8. Joke

Brown & Levinson (1987) in Kusanaghi et al (2023) argued Jokes are based on the same background knowledge and values between S and H, so jokes can be used to share those backgrounds and values. Joking is a basic positive politeness technique to make H “comfortable”. This joke can be done by response to a faux pas of H's. The examples of the use of this strategy can be seen in the data below:

#### Data 13

Jay Shetty : **Your dad sounds Indian.**

Time : 00:29:14 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

The speech in data 13 is a joke expressed by Jay Shetty to respond to the story narrated by Will Smith. The situation at that time Will Smith told that he grew up in a military family that emphasized values such as order, and the completion of tasks that must be timely. His father taught him the importance of performing tasks in an organized and efficient manner, even in something as simple as washing dishes. And to respond to the story Jay Shetty said “*Your dad sounds Indian*” the utterance is a joke indicating that Indian fathers are equally strict in educating children. When this strategy

is used, the speaker and interlocutor will make the conversation more relaxed, fun, and create a harmonious relationship.

#### Data 14

Jay Shetty : This This sounds romantic now. **My wife's gonna get worried again.**

Time : 00:01:23 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

The situation when data 14 was spoken was when Jay Shetty greeted Will at the opening of the talk show, and then Jay Shetty said “*My wife's gonna get worried again*”, the utterance was a joke which meant that Jay Shetty had spent time with Will Smith when they studied together with Radhanath Swami, which made their relationship so close that it made Jay Shetty's wife jealous because they had spent a lot of time together studying. By making jokes that do not offend the hearer's face, it can maintain the positive face of the interlocutor which can later make the interlocutor feel comfortable and entertained.

#### 9. Give (or ask for) reasons

According to the view of Brown & Levinson (1987), involving the listener in this action aims to enable the speaker to provide an explanation of why he/she wants what he/she wants. By applying listener involvement in practical thought processes and assuming that the listener has impulses that are in line with the speaker's desires, the listener is led to evaluate the extent to which the speaker's request is reasonable (or at the very least, the extent to which the speaker's expectations are comprehensible). The example of the use of this strategy can be seen in the data below:

#### Data 15

Jay Shetty : Tell us a bit about that, if you don't mind, about why you felt it was formative. **Because I think a lot of people go through the loss of their parents and you know, we've talked about this, like the idea of like, sometimes people regret of what they did or didn't say to their parent.** Or maybe what they expected of their parent. What What was it that was so powerful that allowed you to feel that way about that moment?

Time : 00:35:43 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

In data 15 Jay Shetty uses the positive politeness strategy “Give (or ask for) reasons” this can be seen in data 15 which in his utterance uses the word “why” juxtaposed with the word “Because” which indicates asking for reasons as well as giving reasons. According to Brown and Levinson (1987) this strategy is an attempt to

convince or explain an action or a request to the interlocutor by showing that the action or request has a reasonable or logical basis, so as to maintain the hearer's face.

#### 10. Give gifts to H (corporation, goods, understanding, sympathy)

Speaker can fulfill Herar's positive desires (i.e., that S wants H's desires, at least to some extent) by fulfilling some of H's desires. This includes classic positive acts of courtesy such as giving gifts, not only material gifts (which indicate that S knows some of H's desires and wants to fulfill them), but also the desire to foster human relationships as illustrated in the previous various examples, i.e., the desire to be liked, listened to, cared for, admired, and understood (Brown & Levinson, 1987). The example of the use of this strategy can be seen in the data below:

##### Data 16

Jay Shetty : Yeah, and **I love that, and I was so fascinated by that myself because I saw that within myself. And so, when I saw it with you and the family, I was so drawn to that because, Yeah, I think that a lot of what we're trying to figure out in today's world has been suffered for long enough in an internal way that when you're diving into these books of wisdom, there's just so much there to unearth. Because people have been through the same challenges for decades and decades and decades.**

Time : 00:48:49 (Jay Shetty's interviews with Will Smith, <https://youtu.be/kDYMizH73cc>)

Based on data 16 Jay Shetty uses the positive politeness strategy "Give gifts to H (corporation, goods, understanding, sympathy)". The utterance in data 16 Jay Shetty uttered when responding to Will Smith's utterance that discussed him and his wife Jada, going on a spiritual journey to explore various traditions from various religions, because they have different religious backgrounds, so they are trying to decide how they will raise their children related to religion. To respond to Will Smith's utterance, Jay Shetty gave a gift of understanding and sympathy through the utterance of data 16. By using this positive politeness strategy the speaker will not hurt the hearer's face, and besides that through the use of this strategy the speaker can create an atmosphere of mutual understanding and empathy, thus strengthening the positive social bond between the speaker and the interlocutor.

##### Data 17

Jay Shetty : **Even in amongst all of that, that was truly inspirational. And that behind the scenes look at your internal journey has had such a big impact on my life. It's a no excuses journey.**



Time : 01:26:41 (Jay Shetty's interviews with Will Smith,  
<https://youtu.be/kDYMizH73cc>)

Based on data 17 Jay Shetty uses a positive politeness strategy "Give a gift to H. This can be seen in the words *“Even in amongst all of that, that was truly inspirational. And that behind the scenes look at your internal journey has had such a big impact on my life. It's a no excuses journey”*, in this speech Jay gives a gift to Will in the form of sympathy and understanding for Will. Through gift-giving with positive politeness, the speaker tries to maintain a positive image of the interlocutor and can strengthen the interpersonal relationship between the speaker and the listener. In addition, applying this strategy can reduce the risk of conflict that may occur, and create a more harmonious communication atmosphere.

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

Based on the results of research that has been conducted on the video entitled “Will Smith's LIFE ADVICE On Manifesting Success Will CHANGE YOUR LIFE” on the Jay Shetty Podcast YouTube channel, It can be concluded that Jay Shetty uses 10 out of 15 positive politeness strategies proposed by Brown & Levinson 1987 with a total of 75 data found when he communicated with Will Smith in his interview. The positive politeness strategy of exaggerate (approval, interest, sympathy with H) is the most dominant strategy with a total of 21 data. This strategy is mostly used by Jay Shetty to respond to the utterances of his guest stars, because this strategy is a strategy whose focus is attempting to strengthen the feeling of approval, interest, and sympathy towards the listener (H) through the use of language with intonation or stress, exaggerated prosodic aspects, and with intensifying modifiers. So that by using the exaggerate strategy, speakers show respect, support, interest, approval, sympathy and social closeness to the listener, as a result the listener feels satisfied.

### Suggestions

This research only focuses on examining the scope of the use of positive politeness strategies used by the host to his guest stars. The next researcher is expected to apply all the theories of politeness strategies put forward by Brown & Levinson (1987), besides that the next researcher can also conduct research on the use of politeness strategies, for example in the scope of society that has different backgrounds such as work, language, and different cultures by applying the theory used by the author



from the point of view of the pragmatic field, then can be combined with other theories in the field of sociolinguistics.

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