CHAPTER I

INTRODUCTION

A. Research Background

In social life, language is used by human to communicate each other. The speaker and hearer attempt to exchange information or convey message to each other so that it helps them overcome the problems. Canale (in Puspitasari, 2014, p. 1) explains that in the communication process, exchange of information between at least two persons either through verbal and non-verbal symbol, oral and visual/written mode, or production and comprehension happen. A verbal exchange of information happens in the form of a conversation. Within the conversation, the participants collaborate one another in order to achieve orderly and meaningful conversation.

According to Sacks, Schegloff, and Jefferson (1974), all conversation is organised into turns. When a participant begins to speak or initiates a turn, the speaker has the right to speak. Whenever the participant finishes the talk, if the participant is able to finish speaking without being interrupted, the right of speaking is passed to another participant, or the conversation finishes. The parties in a conversation is deliberately enforced to the rule of “active speakership” and “active listenership” in order to manage the conversation so it can reach the goal of the conversation. Wang (2006) says that in every conversation, whether in casual conversation or in institutional conversation, can not be exempt from power. An
example of exerting power is initiating a question. It is a possible means for dominant participants to exert power over subordinate individuals.

This practice of language used as a device for domination also can be found in many human interaction, for instance, according to institution, interaction of police-witnesses, interaction of doctor-patient, and interaction of teacher-student. Language use related to unequal power domination can be found in media interaction, especially in a TV talk show, that an interaction between a host (interviewer) and a guest (interviewee) can be found. Here, a host of a talk show exercises a practice of controlling contribution a guest in occasion to look for information of her guest through the interaction of question-answer.

A talk show is a program of discussion in the television between a host (interviewer) as the master of the show and a guest (interviewee) usually coming from well-known people. During the show, there will be an interaction of question and answer that involves the basic pattern of interaction or the modified version which is arranged in certain turn-taking system. The question-answer between the interviewer and the interviewee has become the convention of talk show. Compared to news interview, the atmosphere in a talk show is more informal and entertaining. It allows the participants in the show to get involved in multi-unit turn. The convention of turn-taking system between the host and the guest shows that there is unequal power domination between them. The topic initiation in talk show is done by the interviewer. So, the flow of information in the talk show is determined by the host, the person who decides which topic will be discussed. In addition, a talk show is also
a ‘host-centered’ broadcast. The host is the key in controlling to what happens during the show. He or she manages the distribution of the guest, and the shot of the camera.

Considering some aspects which show unequal distribution of power in a talk show, this research is conducted to examine the power relation between the participants – the host and the guest – in a talk show focusing on power relation between participants in the show. The research is conducted to analyze the language use related to unequal power domination (Fairclough, 1989). Conversation Analysis is applied to reveal the hidden phenomena of power struggle in a talk show within the conversation of the participants. In this research, the data are fragments of dialogue between the host and the guest of the show. The host that is responsible to control the interview demonstrates several ‘actions’ to achieve the goal. The power of W can be in the form of initiating question, giving limitation to the distribution of the guest, and performing interruption. In opposite, the guest is also able to perform her power by performing interruption, and challenging the host by asking a question. The following example illustrate one of the data in this research:

[fragment of datum 9]

1  W: What about all the criticism that you received from: (0.5) a lot of religious people who felt that (1.1)
2  R: right hhhh th’ . . .
3  W: It was too dark and frightening, and (0.5) wizardry, and:: sorcerers, and:: magic-and
4  (0.5) all the like
From data above, there are several dimensions of the datum. First, in line 1, an initiation of the exchange between W and R initiated by W through question producing demonstrates how W shows her power as the host. Second, in line 4, shows how R performs her power by interrupting W who is finishing her question. The left-double brackets show that R’s utterance is simultaneously overlap with W’s utterance. W decides to give the floor to R. Third, in line 8, there is a turn-taking performed by W that comes after R fails to continue her talk. The action is done by W to control the interview. Knowing that R has difficulty to answer the question, W takes the turn, produces a talk which will help R answer the question so that the interview can run well.

From several reasons above, the researcher is interested in conducting a research analyzing of the power relation between participants in The Oprah Winfrey Show in the form of thesis entitled: “The Analysis of Power Relation between Participants in the Oprah Winfrey Show of J.K Rowling Episode.”
B. Research Questions

The research is conducted to answer the following questions:

1. What are the indicators of power in the interaction?
2. How do participants demonstrate their topic shifting to the interaction?
3. Which participant shows more power in the talk show? And why?

C. Research Objective

The objectives of this research are:

1. To find out the indicators of power in the interaction
2. To describe how participants demonstrate their topic shifting to the interaction.
3. To find out which participant has more power and the reason behind this.

D. Research Benefits

This research hopefully can give contribution as an additional reference of Critical Discourse Analysis thesis which is rarely found in English Department of Sebelas Maret University. The benefits of this research are:

1. To give more understanding of implementing Critical Discourse Analysis approach in analyzing talk show.
2. To give more understanding about power relation in the talk show discourse.
E. The Scope of The Study

The focus of this research is analyzing the power relations between participants in the The Oprah Winfrey Show. The analysis of power relation is done in the episode of J.K. Rowling.

F. Thesis Organization

CHAPTER I : The researcher’s Introduction consists of Research Background, Problem Statement, Research Objective, Research Benefit, Research Limitation, and Thesis Organization.

CHAPTER II : The Literature Review chapter consists of Critical Discourse Analysis, Conversation Analysis, Talk Show, and Review of Related Studies.

CHAPTER III : The Research Methodology consists of Research Design, Research Location, Data and Source of Data, Sampling and Sampling Technique, Technique of Collecting Data, and Technique of Analyzing Data.

CHAPTER IV : The Analysis consists of Data Analysis (Data Description and Dan Analysis) and Discussion.

CHAPTER V : Conclusion and Recommendation