

Politeness and Discourse Strategies in Radio Advice Programs

A Thesis

Presented to the

Graduate Faculty of the College of Arts and Sciences

University of San Carlos

Cebu City, Philippines

In Partial Fulfillment

of the Requirements for the Degree of

MASTER OF ARTS IN APPLIED LINGUISTICS

by

SWEET KRISTEL N. CACHA

NOVEMBER 2013

APPROVAL SHEET

This thesis proposal entitled "POLITENESS AND DISCOURSE STRATEGIES IN RADIO ADVICE PROGRAMS" prepared and submitted by SWEET KRISTEL N. CACHA in partial fulfillment of the requirements for the degree of MASTER OF ARTS IN APPLIED LINGUISTICS has been examined and is recommended for acceptance and approval for ORAL EXAMINATION.

THESIS COMMITTEE

ANITA J. ROSAL, D.A.L.T.
Adviser

CINDY ALCISTO-AUGUSTO, M.A.
Member

MARY ANN P. MALIMAS , M.A.
Member

CHARITY TECSON-TURANO, Ph.D.
Chair

PANEL OF EXAMINERS

Approved by the Committee on Oral Examination with a grade of _____.

CHARITY TECSON-TURANO, Ph.D.
Chair

CINDY ALCISTO-AUGUSTO, M.A.
Member

MARY ANN P. MALIMAS , M.A.
Member

ANITA J. ROSAL, D.A.L.T.
Adviser

Comprehensive Exam Passed: May, 2011

RAMON S. DEL FIERRO, Ph.D.
Dean, College of Arts and Sciences

June 8, 2012
Date of Thesis Proposal

ACKNOWLEDGMENT

The success of this research required the help of various individuals. Without them, the researcher would never have been able to finish this academic endeavor. Thus, the researcher would like to express her gratitude to the following people for their valuable help and support:

The administrators of the University of San Carlos, for granting me schooling privileges and de-loading so I could pursue and finish my master's degree;

Anita J. Rosal, D.A.L.T. who has guided me throughout my preparation and conceptualization of this research; and whose suggestions and constructive critiques have taught me priceless learning. Her motivation, patience and immense knowledge steered me throughout the writing of this thesis. I could not have imagined having a better adviser and mentor for this academic journey.

Charity A. Tecson-Turano, Ph.D., Cindy Alcisto-Augusto, M.A., and Mary Ann P. Malimas, M.A., my panel members, whose insightful comments and helpful suggestions improved my thesis;

Mr. Rimando Alonzo who willingly assisted me in the conversion of the audio-taped research data into mp3 format; and Mr. Fred Bacudo who helped me record the needed advice sessions;

Mary Catherine M. Ariosa, M.A, and Joseleanor M. Magno, M.A. , my colleagues and good friends, who patiently verified my research data and shared their invaluable time with me to discuss my study;

Francis Harris Abangan and Dave John Goloso for assisting me in the glossing of the research data; and whose positive and cheerful dispositions encouraged me and lightened up my mood whenever I felt the pressure;

Ms. Celeste S. Villaluz and the rest of the staff of the Office of Research, for entertaining and assisting me in my CHED application;

My colleagues and mentors, and friends in the Department of Languages and Literature, for the inspiration and support;

To all the staff and library working scholars, for assisting me locating and retrieving the reference materials;

Katya, Regi, Lean, Pepit, Keniken, Arra, Frances, Dave, Sam, Christy, Leah, Ate Minnie, Ken C., Cindy V., Ma'am Adel your friendship has been my solace throughout and has kept me sane in this stressful cerebral venture. Our time together made this journey an unforgettable and a worthwhile ride. My sincere gratitude to Mr. Avelino E. Guatno, who persevered to share his unwavering critical thinking skill;

To my family for encouraging and providing me the moral support I needed in embarking on this endeavor. Your understanding, patience, prayers and support helped me through the challenging but rewarding journey. The same appreciation is extended to my aunts – Mommy Gay, Tita

Vine, and Mommy Gwen, who despite the distance, granted me their generosity and encouragement which made it easier for me to face the difficulties;

And most especially, to Lord God Almighty, the Father, for constantly giving me the courage and the strength to pursue my research; and for giving me the wisdom and guidance to surpass all challenges, and most of all, for giving me this opportunity to test my limitations which paved the path for my academic, personal, and moral growth. This is for you Lord.

Sweet Kristel N. Cacha

Abstract

This research aimed to examine the politeness and discourse strategies of the advice givers and advice seekers of selected radio advice programs: *Talk to Papa* aired on 99.5 R.T. FM station and *I-Share* aired on 93.9 *I FM* station. This study anchored on the frameworks of Brown and Levinson's (1987) politeness strategies, Ho's (n.d.) discourse strategies of the advice givers and DeCapua and Dunham's (1993) pieces of information advice seekers offer in discourse strategies. The advice givers opted to use positive politeness strategy to establish a sense of affiliation while the advice seekers chose the negative politeness strategy to avoid imposition on the advice givers. Also, the advice givers employed discourse strategies not only to convince the advice seekers should they refuse to follow the advice but also to mobilize their ideological beliefs. For the advice seekers, they generally did not come up with clear-cut statements of problems. It required probing on the part of the advice givers to draw out the actual problems. These politeness and discourse strategies provide radio personalities with strategies for responsible communication.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL SHEET	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	x
CHAPTER	
1 THE PROBLEM AND ITS SCOPE	
INTRODUCTION	1
Rationale of the Study	1
Theoretical Background	5
THE PROBLEM	24
Statement of the Problem	24
Significance of the Study	26
RESEARCH METHODOLOGY	27
Research Environment	27
Research Participants	28
Research Data	28
Research Instruments	29
Research Tool	29
Research Procedures	30
Gathering of Data	30
Treatment of Data	30
DEFINITION OF TERMS	32

2	PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA	-----	33
	Politeness Strategies	-----	33
	Do the Act On-Record	-----	33
	Positive politeness	-----	35
	Negative politeness	-----	52
	Bald-on record	-----	62
	Off-Record Strategies	-----	66
	Don't do the Act Strategies	-----	71
	Discourse Strategies	-----	73
	Discourse Strategies of Advice Giver	-----	73
	Exaggerating Caller's Issue	-----	77
	Predicting Unfavorable Events	-----	79
	Use of Imagined Scenarios	-----	87
	Pieces of Information Advice Seekers		
	Offer	-----	92
	Use of transitional topic	-----	92
	Statement of the actual problem	-----	96
	Narration of Incidents	-----	98
	Asking support for choice of action	-----	100
3	SUMMARY, FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS	-----	104
	Summary of findings	-----	104
	Conclusions	-----	107
	Recommendations	-----	109

BIBLIOGRAPHY	-----	112
APPENDICES	-----	119
A. Transmittal Letter	-----	119
B. Transcript of data	-----	122
<i>Talk to Papa</i> Advice Sessions	-----	122
<i>I-Share</i> Advice Sessions	-----	124

LIST OF TABLES

Table No.	Title		Page
1.	Brown and Levinson's List of Politeness Strategies	-----	9
2.	Positive Politeness Strategies of Advice Givers and Advice Seekers	-----	36
3	Negative Politeness Strategies of Advice Givers and Advice Seekers	-----	53
4	Politeness Strategies of Advice Givers and Advice Seekers	-----	69