

## Politeness strategies used in “Taylor Swift’s Songwriting Process on Evermore” interview

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### ABSTRACT

The objectives of this study were to find out the types of politeness strategies and the factors that influence the speakers in using the strategy in a video interview between Zane Lowe and Taylor Swift entitled “Taylor Swift’s Songwriting Process on evermore”. The theory used to answer the two research problems was Brown & Levinson (1987), and the qualitative method was used as the research method. The result indicates that there are 41 data items containing politeness strategies, which are divided into 1 bald on record, 30 positive politeness, 9 negative politeness, and 1 off record. The sub-strategy found in bald on record is no face threat minimization. Furthermore, it was found that Zane and Taylor used various sub-strategies of positive politeness, which consist of 6 exaggerating, 8 giving gifts to the hearer, 8 presupposing, raising, and asserting common ground, 1 including S and H in the activity, 1 be optimistic, 1 intensifying interest to the hearer, 2 joking, 2 noticing, attending to the hearer, and 1 seeking agreement. For negative politeness, the sub-strategies used are 7 questions and hedge and 2 apologize. Finally, for off record, use contradictions. Therefore, the most dominant strategy is positive politeness with the sub-strategy of giving gifts to the hearer and presupposing, raising, and asserting common ground. Furthermore, it was found that payoff and social distance are two factors that influence the use of politeness strategies. The payoff factor appears in 40 data and social distance 4 data. Thus, it can be stated that Zane and Taylor want to establish a friendly, relaxed, and positive conversation and strengthen closeness. The payoff factor also implies that both want to satisfy each other’s face.

**Keywords:** Bald On Record, Factors, Negative Politeness, Off Record, Positive Politeness.

### Introduction

Language serves as a powerful tool for communication and relationships between individuals. Language selection is generally related to political goals, social identification and the participants’ purposes and needs (Saville & Troike, 2003). With language, someone can express ideas, emotions, and intentions through spoken words or written text. Effective communication can be achieved by transferring the message successfully and creating comfortable communication (Musyafa’ah et al, 2022).

Being polite, showing kindness, consideration, and respect are important when communicating with others. Politeness considers emotions of others and treating them in a way that shows the appropriate respect for their social status and relationship during interactions (Brown, 2015). Based on Grundy (2000), the aspect of politeness is one of the broader forms of etiquette and propitious behavior. According to Kadar & Haugh (2013),

politeness is about how someone considers others’ feelings and thinks about how they should be treated in order to seek and maintain a sense of humanity and interpersonal relationships with others. In the concept of politeness proposed by Brown & Levinson (1987), politeness means considering the other person’s self-image in the interaction. The implementation of these behaviors is an aspect that must be considered in order to create good communication (Ruansyah & Rukmini, 2018). Therefore, it can be concluded that politeness is a fundamental aspect for humans to interact with each other. Without politeness, someone’s words or actions can cause conflict, leave a bad impression on others, and even hurt others’ feelings.

Generally, people will look for ways to communicate their intentions in the best way possible and attempt to avoid or reduce the occurrence of misunderstandings and actions that can offend their interlocutors. It can be done by applying politeness strategies. Pratama

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(2019) emphasized the inherent challenges in communication, suggesting that conflicts can easily arise due to misunderstandings or differing perspectives. By employing politeness strategies, individuals can foster a more positive atmosphere, which can help mitigate potential conflicts and facilitate effective interaction. Politeness strategies include ways used in communication to reduce threats to one's self-image (Brown & Levinson, 1987). Furthermore, according to Brown & Levinson (1987), there are four strategies to reduce threats, namely by using bald on record or conveying intentions straightforwardly; positive politeness, which emphasizes friendliness; negative politeness, which shows consideration for others' wishes does not want to be disturbed, and off-record, conveying intentions indirectly and vaguely. The choice of politeness strategies can also be influenced by some factors, considering that everyone has different intentions and social backgrounds. These factors comprise payoffs and circumstances; social distance, relative power, and absolute ranking of impositions (Brown & Levinson, 1987, p. 71).

Politeness strategies are widely found anywhere that shows human interaction, including video interviews. There are some previous studies that discuss politeness in interviews or talk shows. The first study was conducted by Hutahaean et al. (2021), who explored politeness strategies in a variety show called "Pesbukers". The result shows that the speakers used all four types of politeness. However, positive politeness is the most dominant in the show as it is used to create a pleasant atmosphere and foster good relationships and interactions. In addition, factors such as age and position (social distance) and higher authority (relative power) also play a role in the use of strategies. In contrast to the previous study, Listy (2016) who explored politeness strategies on "The Ellen Show" talk show with Barack Obama, found only two types of politeness: positive politeness and negative politeness. In addition, the factors of payoff, relative power, and social distance also contribute to the speakers' use of strategies. Furthermore, Panjaitan (2015) who explored politeness strategies in the "Sentilan-Sentilun"

talk show found four types of politeness strategies: bald on record, positive politeness, negative politeness, and off record. However, positive politeness is more commonly used compared to other strategies. In addition, the factors of social distance, relative power, and ranking of impositions influence the speakers in choosing their strategy. Based on the explanation of the studies above, it becomes an interesting matter to analyze because politeness strategies are crucial when conducting interviews to achieve successful communication, avoid tension, and create positive interactions with interlocutors.

Another video interview that illustrates politeness strategies can also be found in the video interview titled "Taylor Swift's Songwriting Process on 'evermore'", which is hosted by Zane Lowe and Taylor Swift as a guest. Zane Lowe is a live DJ, radio DJ, record producer, and presenter. Taylor Swift is a famous singer-songwriter and producer. In their interactions, they use politeness strategies when conveying their intentions and thoughts, responding, and asking questions. In addition, as a host, it is essential for Zane to apply politeness when speaking to his guest in order to maintain his guest's image, make his guest comfortable and respected, and also demonstrate his professionalism. Similarly, Taylor Swift is a very popular public figure. She needs to apply politeness to maintain her good reputation and ensure a smooth exchange. Moreover, the video interview has received more than 2.3 million views. Therefore, the writer is interested in examining politeness strategies in this video interview. While previous studies have focused on the use of politeness strategies in talk shows, this study will focus on video interview. Apart from that, this study will also try to explore the use of politeness strategies and factors that have not been found in the three previous studies.

Politeness strategies is a valuable matter to learn. By understanding its use, someone can adjust the level of politeness based on the situation. This study is expected to provide knowledge and an overview of politeness strategies and how they are used in communication.

## Method

This study used qualitative methods to analyze the data. As stated by Creswell (2018), qualitative research observes and understands how individuals or groups interact with their social concerns and conditions. In addition, Kothari (2004) stated that qualitative research enables writers to analyze the factors that influence people's behavior and preferences towards certain things. This method is relevant to this study's topic, in this case, politeness strategies, as it deals with human activities and their social interaction. Moreover, the research data comprises texts or utterances extracted from the video interview's transcript, where analyzing text or verbal communication is included in data collection and analysis techniques in qualitative research.

### *Source of Data*

The data of this study was the utterances of Zane Lowe and Taylor Swift in a video interview entitled "Taylor Swift's Songwriting Process on 'evermore'". The video was uploaded on the Apple Music YouTube channel and broadcast on 16 December 2020 for

## Results and Discussion

This study aimed to determine the types of politeness strategies and the factors influencing speakers to use these strategies. In the video interview "Taylor's Swift Songwriting Process on 'evermore'", the writer found that there were 41 data containing politeness strategies, which are divided into 1 bald on record, 30 positive politeness, 9 negative politeness, and 1 off record. In addition, the writer also found that the sub-strategy of bald on record used is 1 no face threat minimization. Further, Zane and Taylor used various of sub-strategies of positive politeness, such as 6 exaggerating, 8 giving gifts to the hearer, 8 presupposing, raising, and asserting common ground, 1 including S and H in the activity, 1 being optimistic, 1 intensifying interest to the hearer, 2 joking, 2 noticing, attending to the hearer, and 1 seeking agreement. For negative politeness, the sub-strategies used are 7 asking, hedging and 2 apologizing. Finally, off record, the sub-strategy is using contradiction. Based on the findings, it can be stated that positive politeness

56:08 minutes. It was also featured in Apple Music's YouTube playlist, "Apple Music Award 2020." The data collection process was broken down into several steps. To begin with, the writer carefully watched the video interview multiple times to gain a thorough understanding of the conversation's context. Further, the writer transcribed the entire conversation into text format. Finally, the writer identified the utterances that contained politeness strategies based on Brown & Levinson (1987), underlining them and marking the respective times when they occurred.

### *Data Analysis*

As this study involves qualitative research, the analysis was presented in a descriptive format. After collecting the data, the data was analyzed based on the theory of politeness strategies proposed by Brown & Levinson (1987). The writer classified the utterances into types of politeness strategies and then detailed the factors that influence speakers in using their preferred strategies.

with the sub-strategies of giving gifts to the hearer and presupposing, raising, asserting common ground are the most dominant strategies used by Zane and Taylor in communicating.

In applying politeness strategies, there are certainly factors that encourage speakers to use these strategies for successful communication. As Brown & Levinson (1987) mentioned, these factors include payoffs, social distance, relative power, and absolute ranking of impositions. Payoff represents the benefits obtained by the speaker in using a particular politeness strategy, such as minimizing FTA, satisfying the hearer's face, and showing respect. Social distance is where the speaker and hearer are on the same dimension of similarity or difference. Relative power is the asymmetrical relationship between speaker and hearer, valued based on social status and power. While the absolute ranking of impositions is the seriousness of an FTA and how much the speaker is perceived to impede the interlocutor's desires (negative and positive

face), which is determined by the situation and culture. However, this study only found payoff and social distance factors. Payoff, being the most prominent factor, appears with 40 data, while social distance with 4 data. The findings of this study will be detailed in the following section.

### ***Bald on Record***

The bald on record includes speech or actions that are direct, straightforward, and efficient. Sülü (2015) explains that bald on record focuses on clarity and efficiency of an action so that the speakers make no effort to minimize face threat to the hearer. Therefore, it can be stated that in this strategy, the speaker prioritizes the effectiveness and importance of the intent to be communicated over paying attention to the offense. The evidence, as depicted by Zane, is as follows.

#### **Excerpt 1 [00:55:50]**

Zane: *"Thank you, Taylor. Be safe, be well, have a great holiday and to the future."*

Zane's utterance, "Be safe, be well," can be categorized as bald on record, considering he gives sympathetic counsel and warning to Taylor. The interview was conducted in 2020 during the COVID-19 pandemic. Therefore, Zane said, "Be safe, be well," to warn Taylor to be careful and encourage her to take care of herself. Zane chooses to be direct and ignores the offense on Taylor's face because he performs the FTA for Taylor's well-being. Furthermore, the factor found in Excerpt 1 is the payoff. As seen in the dialogue, Zane also directly tells Taylor to be careful. Thus, Zane gets appreciation for his straightforwardness in speaking, and he can avoid misunderstandings because his action implies that he cares for Taylor.

### ***Positive Politeness***

In this strategy, the speaker focuses their attention on the hearer's positive face. It can be realized by stating similarities, exaggerating, joking, stating that the speaker and the listener are in the same group, etc. (Brown & Levinson, 1987). Positive politeness is not only used by people who already know each other but also serves to foster familiarity

with strangers (Servitia, 2019). Therefore, positive politeness can be useful in various social situations beyond just reducing threats. They serve as a way to bring individuals closer together. In this study, the writer found that positive politeness is the strategy most frequently used by Zane and Taylor. Thus, it can be concluded that both of them not merely try to avoid actions that can cause misunderstanding and discomfort, but build better, positive, relaxed, friendly interactions, and strengthen closeness. The evidence is shown below.

#### **Excerpt 2 [00:27:53]**

Zane: *"Exile is no joke, like, that song is a serious moment and another seriously sad song."*

Zane's utterance can be categorized as a positive politeness strategy, specifically exaggeration. In this case, Zane shows his fondness and approval of Taylor's song "Exile" by describing it exaggeratedly using words such as "no joke" and "seriously." It can be seen as Zane's politeness as he considers Taylor's feelings by giving her a good and positive comment. Furthermore, the factor that influences Zane in using this strategy is payoff. Zane seems to want to highlight the emotional impact of the song "Exile" by using words such as "no joke" and "seriously", which implies his willingness to emphasize his fondness, approval, and sympathy for the song. As someone who sang and wrote the song, it can make Taylor feel pleased and proud. Another application of positive politeness can also be seen below.

#### **Excerpt 19 [00:36:32]**

Taylor: *Yeah, I was writing it as if I were Matt, so*

Zane: *Wow, you did a great job. What's the line in here...*

This conversation occurred when Zane and Taylor discussed Taylor's song, "Coney Island". Taylor said that she wrote the lyrics sung by Matt, a collaborator who participated in the song. From the utterance, Zane seems to practice positive politeness by giving gifts to H. Zane gives Taylor a non-material gift in the form of sympathy. He is impressed with Taylor's hard work on the song "Coney Island".

In this case, Zane wants to establish a positive interaction by complimenting her. Furthermore, the factor that influences Zane in using this strategy is payoff. As an individual, Taylor has a positive face or desire to be admired, liked, and agreed. Zane's utterance implies that he acknowledges Taylor's desires and wants to help accomplish them by complimenting her. As a result, Taylor's positive face is satisfied and she would feel good and validated. Another application of positive politeness can also be seen below.

Excerpt 25 [00:45:52]

Zane: *"There is a difference between ambition or wanting to do something right in control, but my point is that actually, your life is filled with coincidence, it's filled with fate, it's filled with timing, isn't it"*

This dialogue was said by Zane to Taylor when he shared his opinion about Taylor. It can be seen from the utterance that Zane uses positive politeness, which includes presupposing, raising, and asserting common ground. Zane presupposes his knowledge of Taylor's attitude by using a negative question that expects a positive response. In this case, Zane assumes that Taylor has the same perspectives as what he said about her that coincidences, fate, and timing influence her life, and that Taylor would approve of it. In addition, the payoff factor seems to influence Zane in using this strategy. Zane's use of the strategy can be interpreted as a form of his attentiveness which tries to show Taylor that he seems to know some things about her. Thus, Zane has an opportunity where he can satisfy Taylor's positive face as he indirectly conveys his goodwill that wants to be closer to Taylor and establish mutual understanding. Furthermore, another application of positive politeness can also be seen below.

Excerpt 27 [00:50:32]

Taylor: *"But we also have two bonus tracks that are coming out, that are a second ending which I'm excited about."*

Zane: *"I know you love a second ending, Taylor, which we all do as well."*

In this case, Zane's utterance suggests that he uses a positive politeness strategy, which includes being optimistic. Zane is optimistic and believes that Taylor loves a second ending and she will approve of it. Furthermore, Zane's utterance "which we all do as well" also implies that he wants to reassure Taylor that the songs she is preparing will be anticipated and liked too, as he said that he also likes a second ending. In addition, the social distance factor seems to influence Zane in using this strategy. In this case, Zane's utterance shows that he seems to know about Taylor's preference and is optimistic about it. It could imply that he had previously known Taylor or there may have been some interaction between the two. Therefore, he does not hesitate to say the sentence and shows his optimistic attitude towards Taylor. Furthermore, another application of positive politeness can also be seen below.

Excerpt 13 [00:25:28]

Zane: *"It's unrequited love that's a well-written topic in the art of in the arts, but then there's that song, that song that's one of the most heartbreaking tales of unrequited love I've ever heard in my entire life."*

This dialogue was said by Zane when he described "Champagne Problems", one of Taylor's songs on the *Evermore* album. Zane's utterance indicates that he uses positive politeness, which includes intensifying interest in the hearer. Zane attempts to enhance Taylor's curiosity and interest in his participation in the interaction by telling a captivating story about what he experienced. In this case, Zane tells a captivating story about "Champagne Problems" that he believes to be one of the most heart-wrenching tales of unrequited love he has ever encountered in his life. Additionally, the payoff factor seems to influence Zane in using this strategy. Zane's utterance implies that he wants to emphasize similarity with Taylor. In particular, the similarity in wanting and fulfilling Taylor's positive personal image that he achieves by engaging her in the interaction and praising her song simultaneously. Thus, Zane has the ability to satisfy Taylor's positive face. Furthermore, another application of positive politeness can also be seen below.

Excerpt 29 [00:53:36]

Zane: *"So much closure now, and you said you woke up this morning feeling this. I can't remember what word you used, but you used a brilliant way to describe it. Can you remember how you felt this morning when you woke up?"*

Zane's action can be considered an FTA as he asks Taylor to remember. However, Zane attempts to reduce his FTA by noticing and attending to his hearer's goods. In this case, even though Zane forgot the exact words Taylor used to describe her feelings, he notices that Taylor used an excellent way to describe them. In addition, the payoff factor seems to influence Zane in using this strategy. By noticing Taylor's goods, Zane shows that he has Taylor's desires to be admired, liked, and agreed in mind and wants to fulfill them. As a result, Zane can reduce the FTA and satisfy Taylor's positive face as his utterance, "You used a brilliant way to describe it", can also be seen as his sincere intention to compliment Taylor. Furthermore, the application of positive politeness is also depicted in the excerpt as follows.

Excerpt 26 [00:47:56]

Taylor: *"Nothing's going to be perfect right now, let's make music that..."*

Zane: *"How does it feel"*

Taylor: *"Yeah, how does it feel, and I'm so happy that people welcomed it into their lives the way that they did."*

In this case, Taylor's utterance indicates that she uses positive politeness, which involves seeking agreement. Taylor repeats Zane's utterance, "How does it feel" to emphasize her agreement with him. Taylor agrees with Zane that when she worked on the albums, she did not focus on perfection and just let herself make music how she felt. In addition, the writer found that the payoff factor seems to influence Taylor in using this strategy. Taylor's utterance suggests that she wants to emphasize similarity with Zane by showing agreement. By emphasizing similarity, particularly in views and interests, Taylor gets a benefit where she can satisfy Zane's positive face while

convincing Zane that she listened well to what he said. Furthermore, the application of positive politeness is also depicted in the excerpt as follows.

Excerpt 12 [00:25:25]

Zane: *"I mean even a song like Champagne Problems, all right let's talk about that."*

The word "let's" in Zane's utterance indicates that he uses positive politeness where he includes S and H in the activity. In this case, Zane wants to talk about "Champagne Problems" but involves Taylor to smoothen his request. Additionally, payoff seems to be the factor that influences Zane in using this strategy. Zane communicates his FTA by paying attention to Taylor's positive face as compensation. He involves Taylor in wanting to talk about "Champagne Problems" and makes it seem as if Taylor wants the same thing as him. By involving and convincing Taylor that she and he are equal contributors to the conversation, Zane can prevent or reduce the debt that may arise due to the FTA and satisfy Taylor's positive face simultaneously. Furthermore, the application of positive politeness is also depicted in the excerpt as follows.

Excerpt 15 [00:26:44]

Taylor: *"Champagne Problems" was one of my favorite bridges to write. I really love a bridge where you tell the full story in the bridge, like, you really like you shift gears in that bride. I'm so excited one day to be in front of a crowd when they all sing, "She would have made such a lovely bride, what a shame she is fuck in the head" like...*

Zane: *"Oh... it's broken."*

Taylor said in a playful tone that she could not wait to sing "Champagne Problems" in front of many people and witness them singing the lyrics. Zane replied to her in the same tone style. He said with a playful tone that the song's lyrics shattered his heart. Based on the utterance, it can be observed that Taylor and Zane use positive politeness, which is joking. Furthermore, the writer found that payoff and social distance are factors that influence the two in using this strategy. By joking, Taylor seems to want to make the interaction more enjoyable.

Moreover, by responding to Taylor with jokes, Zane shows that he is interested in Taylor's input into the conversation or is enthusiastic about what she is saying. It also implies his desire to make the interview more entertaining and reduce the potentially awkward situation. Overall, the joke strategy used by the two is a form of mutual consideration and interest, which can result in positive face satisfaction and rapport. Meanwhile, the social distance factor exists because Taylor and Zane seem to have the same sense of humor. It can be stated that there is a close social distance between the two. In addition, Taylor and Zane have an age difference. Thus, this strategy can also be a means to bridge or reduce the existing distance.

### **Negative Politeness**

The compensation in this strategy aims at the hearer's desires to have control over their personal space, not be intruded upon anything, and act without hindrance and coercion. Susana et.al (2022) explain that "negative politeness is specific and focused, it performs the function of minimizing the particular imposition that FTA unavoidably affects". Speakers who decide to communicate their intentions through this strategy can be realized by conveying wants indirectly, not assuming and coercing H's willingness to do something, begging for forgiveness from H, etc. (Brown & Levinson, 1987). In this study, Zane and Taylor used negative politeness to show respect, reduce FTA, and avoid making the listener feel burdened by the sentence said. The evidence is shown below.

Excerpt 37 [00:18:10]

Zane: *"I wonder if it may if it brings you closer to them and change your feelings toward songs that often people just record and move on, from don't even listen to again as artists unless they're playing them."*

This dialogue was said by Zane to Taylor when he talked about Taylor getting the opportunity to re-record her old albums. Zane then asked Taylor if the re-record changed her perspective and made her closer to the songs. Zane's utterance suggests that he uses negative politeness, which involves asking questions and hedging. The word "I wonder" implies that Zane attempts to be polite by applying a hedge

to obscure his true intention, which is asking Taylor a question, and reducing the degree of FTA. Furthermore, payoff is considered a factor that influences Zane in using the strategy. By using the word "I wonder", Zane transforms his statement into a question, which helps to make his question sound gentler. Thus, Zane gets a benefit where he can demonstrate that he respects Taylor and satisfies her negative face to a certain degree. The application of asking questions and hedging sub-strategy is also depicted in the excerpt as follows.

Excerpt 38 [00:27:08]

Zane: *"What's it like when you're walking through the house and you hear the piano being played and music being written and maybe for the first time ever it's not you?"*

This dialogue was said by Zane when he talked about the song "Champagne Problems", which Taylor co-wrote with her former boyfriend, Joe Alwyn. Zane then asked Taylor about her experience walking into her house, hearing and seeing a song being composed, only to discover later that probably for the first time, it was not her who was composing it. Zane's utterance is included in the negative politeness strategy of questioning and hedging. It can be seen from the use of hedging 'maybe'. In this situation, Zane seems to want to reduce the force of his statement about whether it was the first time that it was not Taylor who composed the song to prevent any potential inaccuracies or mistakes in delivering the message. In addition, the payoff factor seems to influence Zane in using this strategy. Zane's use of the hedge 'maybe' in his utterance implies that he tries to weaken the tone of his statement to make it appear more polite and less assuming. By doing so, Zane benefits from showing his respect for Taylor and somewhat satisfying Taylor's negative face because of his good intention of not wanting to impose his opinion and interfere with her. Furthermore, the application of negative politeness can also be seen below.

Excerpt 39 [00:35:59]

Taylor: *"The fans have a really amazing inside joke where they're like, 'The starter kit for listening Folklore, Evermore,'" and it's just a picture of a*

*dictionary. They're like, 'Taylor, we needed to look up 300 different words.'"*

Zane: *"It is like Taylor Swift's bingo. It's like, 'Bingo! We got that one in there!'. That's great."*

Taylor: *"I'm sorry."*

Taylor shared with Zane that her fans have an inside joke where they need a dictionary as a starter kit for listening to Folklore and Evermore albums, as she uses many unfamiliar words in the lyrics. Taylor's utterance, "I'm sorry," indicates that she uses negative politeness, specifically apologizing. Taylor begs for forgiveness from Zane and her fans for her actions, which unintentionally encourages them to figure out the meaning of the words she used in the songs, even though she may not have intended to do so and cause them any difficulties. Furthermore, payoff is considered a major factor that influences Taylor in using the strategy. Taylor's apologetic utterance implies that she acknowledges her offense even though she does not intend to interfere with Zane's and her fans' authority. By doing so, Taylor benefits from avoiding or reducing future debt incurred due to the FTA and satisfies Zane's and her fans' negative face to a certain degree. In addition, Taylor's apology helps maintain a positive relationship with them by acknowledging her offense and showing respect.

### **Off Record**

Yasmeen et.al (2014) argue that off record can be done by eliminating some of the pressure and trying to avoid actions that could directly threaten the face. Therefore, the speaker can minimize the FTA using indirect and vague language. Moreover, the intention conveyed may also have multiple meanings. Therefore, this strategy demands the hearer's knowledge of the language context and interpretation ability (Brown & Levinson, 1987). Similar to bald on record, off record is the least common strategy found in this study. It may happen because Zane and Taylor do not rely on indirect language in communicating with each other. The application of off record is depicted in the excerpt as follows.

Excerpt 41 [00:09:57]

Zane: *"Is there a correlation to that? Do you think looking back on it now, is there a correlation between some of the kind of more hard to manage parts of your life and the pace at which things go and how careers become the, you know, these kinds of entities into themselves?"*

Taylor: *"Yes and no, I think that looking back on my career, there have been so many different musical phase and, you know, different things I wanted to wear at different times and they fit my life at the time..."*

As seen in the dialogue above, Taylor answered Zane's question by saying, "Yes and no." In this case, Taylor uses an off record strategy, in which she states something contradicting one another. Taylor seems unable to express what she feels effectively, resulting in her using contradictions. Furthermore, payoff is considered a factor that influences Taylor in using this strategy. Since Taylor cannot explain her feelings effectively, she states a contradiction so that she can leave it up to Zane how he interprets what she actually means. By doing so, Taylor can avoid responsibility for any offense or interpretation that could potentially damage Zane's face.

Based on the explanation of the findings mentioned above, the writer can conclude that there are similarities and differences between this study and previous studies. This study and Hutahaean et al (2021) both found four types of politeness strategies with positive politeness as the most dominant strategy. Furthermore, the previous study found social distance and relative power factors. On the other hand, this study did not find relative power because there was no significant difference in status or power between the two speakers since they came from the same background, namely entertainment and music industry.

Furthermore, similarities and differences are also observed in Listy (2016), which identified only two types of politeness strategies: positive politeness and negative politeness, as well as the factors of payoff, social distance, and relative power. Additionally, the result indicates that the most commonly used strategy in the talk show is positive politeness with the sub-strategy of giving gifts to the

hearer. Nevertheless, this study not only found this sub-strategy but also presupposing, raising, and asserting common ground.

Finally, the similarity is also seen in Panjaitan (2015), which found four types of politeness strategies used in the talk show: bald on record, positive politeness, negative politeness, and off-record. In addition, the study indicates that positive politeness is the most frequently used strategy compared to

## Conclusion

Studying politeness strategies in communication is interesting since language and demeanor often shift based on the social context, including factors like age, status, and familiarity. Understanding these dynamics is crucial for effective communication and helps to build respectful relationships. This adaptability in communication reflects our social norms and moral values, which guide us in navigating different interactions. Being aware of these factors can enhance our interpersonal skills and promote harmonious relationships in various social environments.

The goals of this study are to find out the types of politeness strategies and the factors that influence the speakers in using the strategy in a video interview between Zane Lowe and Taylor Swift entitled "Taylor Swift's Songwriting Process on 'evermore'". The result reveals that there are 41 data items containing politeness strategies, which consist of 1 bald on record, 30 positive politeness, 9 negative politeness, and 1 off record. Furthermore, it was found that the sub-strategy of bald on record used in the video interview is no face threat minimization. Additionally, there are various

other strategies. Meanwhile, the difference is that the previous study did not find the payoff factor and only found sociological factors such as social distance, relative power, and absolute ranking of imposition. This study did not find an absolute ranking of imposition factor because the social distance between the speakers was relatively close and there were no discussions or actions that were too serious that could disturb personal space.

sub-strategies of positive politeness such as 6 exaggerating, 8 giving gifts to the hearer, 8 presupposing, raising, and asserting common ground, 1 including S and H in the activity, 1 being optimistic, 1 intensifying interest to the hearer, 2 joking, 2 noticing, attending to the listener, and 1 seeking agreement. Then for negative politeness, the sub-strategy used is 7 questions and hedge and 2 apologize. Finally, for off record, the sub-strategy is using contradictions. Based on these findings, it can be stated that positive politeness with the sub-strategy of giving gifts to the hearer and presupposing, raising, asserting common ground is the most dominant strategy compared to other strategies. Thus, Zane and Taylor not only try to reduce or avoid the possibility of offensive actions, but also build friendly, relaxed, and positive interactions, and strengthen closeness. Furthermore, payoff and social distance emerge as factors that influence Zane and Taylor in using politeness strategies. The payoff is the most significant factor with 40 data while social distance 4 data. Thus, it can be concluded that payoff is mainly used by Zane and Taylor to satisfy each other's face.

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