

CHAPTER: ONE

INTRODUCTION

1.1. Background

Man possesses special ability to communicate through language. Language is human specific possession, other animals, except human being cannot use language to communicate. However, early men had not developed language writing. They had to express their desire, wishes, feelings emotions, ideas etc. They receive other pieces of information through similar context.

Language is something that we never think about but it is the language which we use all the time. It is a very complex phenomenon in human life so much so that it has been taken as one of the mysteries and no conducive conclusion. According to Crystal (1992, p.38) “There is the functional side of language the job language does in the human society and there is formal side the way language is structured.” To sum of them we can say that language is a voluntary vocal system of human communication.

The word ‘Communication’ is derived from Latin term ‘Communicate’ or ‘Communica’ both of which mean ‘to share’. But communication is not merely transmission of meaning from one person to another through symbols. It implies that the system of communication is commonly owned accepted and organized by the members of a community. It enables them to acquire, exchange, store retrieve and process information. Communication is thus essentially a social affair. Language being a social phenomenon cannot certainly be an exception to it. After the end of the Second World War in 1945, there came a drastic change towards view at language. English became the accepted as an international language of technology and created a new generation of learners who know especially why they were learning it.

The history of mass media traced back to the days when dramas were Performed in various ancient cultures. The first printed book known in

the diamond and sutra printed in 1868. Meanwhile, in the year 1885, General Eastman invented the photographic film. The film developed by Eastman helped Gilbert Grosvenor to introduce photographs in the notional geography in the year 1899. The print media began losing popularity in the twentieth century with the emergence of televisions and radios. (<http://www.buzzle.com/article/history-mass-media>)

Nowadays messages can be conveyed at an astonishing speed all over the world. The people belonging to various status occupation interests etc are benefited from the message delivered by various types of modern devices and technologies have made it easier and possible. The communication is mass communication and the means through which messages are conveyed is called mass media.

Present research is based on Language Used in Television Interview. This research is carried out on the basis of politeness principles used in television interview. It is often difficult to point out the language used by interviewer and interviewee in the sense that the nature of interviewer is different from one another. Nowadays each television telecasts interviews of the different personalities about the public issues. Interview is a special tool to collect the in depth information about something or someone in the process of interview, the journalist asks a celebrity or a leader some questions in order to get his opinion about the issues concerned. An interview plays an important role in the field of journalism.

1.2 Statement of Problem

Nowadays in most of the television interview shows, interviewer and interviewee do not have the concept of the 'face', which refers to the public self-image that the speakers believe they have built up on the basis of their social status, class and other identities. Face is therefore the personality one expects to gain from the society. For example, a teacher might have public self -

image as an honest, intelligent and discipline figure. The individuals such as an interviewer interviewee, judge or anyone else expect particular style of language from others and he or she also uses the specific language style according to his or her public self image. Thus, whether to use more polite or less polite language style depends upon the public self -image of the speaker's i.e. face. The face is determined on the basis of social distance (or solidarity) between the participant of a speech situation. In most of the television interviews, interviewers do not use the polite language that break the uniqueness system of mass media.

So in case of television interview, Interviewers may have the problems of negative politeness. Holmes (2008, p.28) states that 'negative politeness pays people respect and avoid imposition to others' ones language will not force others do something because there is social distance between the one and others. Since the participants lack salient they cannot exchange the same styles of language. The status differences must be acknowledged in the use of language expressions imposition or directions aren't preferred by the people with higher status and power so very careful and indirect style should be used for them. This is known as negative politeness.

Yule (2000, p.62) defines negative politeness as 'a face saving act that is oriented to the persons negative face.' It emphasizes the others concerned and issues rather than those of self. It even includes an apology for the imposition if any as in the utterance.' I am sorry to say but I think it is good for you-if you can to type your choices and send them.' Here, the speaker is using negative politeness through very careful choice of words, structures and may be intonation pattern and so on.

As we know that politeness is one of the strategies to save and acknowledge another person's face. In most of the cases the interviewers are oriented to lessen the possible threat to others face. They attempt to use less directive and more polite form and styles of the language. The acts which are used in order to lessen the threats to others face are referred to as 'face saving acts'. These are

basically used to minimize the threat or attacks on the face (i.e. the public self image) of other participant. The face saving acts are responsible for enhancing politeness in social interactions.

Most of the interviewers use the face-threatening act that represents a threat to another individual's face. This is to say if the interviewer uses the language with directions and imposition, and uses informal and colloquial style of language, the listener or the addressee feels that his face is not acknowledged. The speech acts that appear to be like an attack on someone's public self image are known as face threatening acts.

So the present research is based on the perspectives of politeness principles or maxims which are not being used in this present day situation by many interviewers. Many interviewers are not informed with principles; they are cooperation, decency, honesty etc. So the present research is overall survey of twenty interviews derived from different popular television stations, which remarkably contribute to the journalist who are dreaming to be famous interviewers in the field of television interview.

1.3 Rationale of the Study

Present research is concerned with language used in television interview is prominent area of research. So this research will be useful for the improvement and enhancement of this field. The rationale behind this study is to overcome the problems found in taking the interviews. Mass media is such a wide area in which we can get the news and views of public issues. It helps people to deliver the message within rapid time. In this research, I have tried to highlight the overall survey found in television interview.

Television interviews have significant roles to bring about betterment of society, the people and the world as a whole. The impact of television interviews on Nepalese people is great. We cannot conceive of our society without interviews watched in the television. We can gather information relation to different personality public figure, so television interview informs

and helps us keep a watch on our world, it provides a surveillance function. Television interview guides us in establishing extending or displaying meaning lead us to approve or disapprove portrayal. It also encourages us to reinforce or replace our system of values. So we can say that, television interview helps us create and maintain connection with various groups in society. It also helps to educate socialize the people in the society.

As we watch the television interview most of the time in order to get the information and knowledge. So, this study does not address the value of knowledge and information but focus on the language used in television interview for example, politeness principle so this study will conclude the results by observing the twenty interviews derived from different sources. For example, different television interviews. Interviewers should follow the various types of principles while taking the interviews should be sincere with his subjects in case of their compromising point. He should be careful about what he has promised to the subject and do accordingly. So present research is the overall result of the different maxims used in television interview.

An interview is a mental concept while interviewing both sides-the interviewer and interviewee, should be co-operative to each other. If the interviewer think his subject has feel some kind of difficulty in answering the question he should facilitate him/her by asking short.

1.5 Objective of the Study

The general objective of the study was to find in the language used in television interview the specific objectives of the study are as follows:

- To analyze the politeness principles in interview.
- To find out the politeness maxims in different interviews.
- To suggest the pedagogical implication.

1.4 Research Questions

- Why interviewers' should use politeness principles in order to make interview effective?
- What are the frequencies of all the Maxims?
- How often they use the politeness principles in interview?
- How often politeness principles vary from one TV stations to next stations?
- Which politeness Maxim plays vital role in interview?
- Which politeness Maxim does have a fake role in interview?

1.6 Significance of the Study

This present research study will be useful. To the researcher who wants to undertake research on mass media in future. It will equally be helpful to those who are working in the field of TV journalist and to the students of journalism and mass communication .Not only this, it will be equally useful for journalist, editors, publisher, course designers, and other people who are directly or indirectly involved in mass media. This present research will be fruitful for those who are working as an interviewer in journalism.

1.7 Delimitation of the Study

- I. This study is limited to the small portion of mass communication .i.e. interview.
- II. This study is limited to twenty interviews collected from different television stations and internet, Viz. NTV, KTV, BBC.
- III. This study is limited to the analysis of politeness principles as proposed by Leech
- Iv. This study is limited to the observation tool and discourse analysis in order to find out the data found in different television stations and You-tube.

1.8 Operational Definition of the Key Terms

Discourse: it refers to stretches of language perceived to be meaningful and purposive.

Face: a person's public self image

Mass media: mass media refers to tools or instruments of communication, which permit us to record and transmit information and experiences to large, scattered and heterogeneous audiences. These are the sources of information and news such as newspaper, magazine radio television and internet. They are broadly of two types i.e. print media and broadcast media.

Electronic media: Broadcast or electronic media which greatly use modern technologies to broadcast news information and advertisement. They are generally designed for listening or combination of listening and reading for example radio television and cinema.

Interview: A meeting at which a journalist asks somebody question in order to find out their views.

Television: Television refers to a piece of electronically equipment with a screen on which we can watch programs with moving pictures and sounds.

CHAPTER: TWO

REVIEW OF RELATED LITERATURE AND CONCEPTUAL FRAMEWORK

2.1 Review of Theoretical Literature

Mass media refer to the organized means for communication openly and at a distance to many receivers within a space of time. They convey the message to target audiences simultaneously although; they are scattered all over the world. Mass media is a technical area in which different personalities should have adequate skills in performing his /her role. The present research is basically related to language used in television interview which is evaluation task for analyzing the data; however, I have collected the data on the basis of twenty interviews taken from BBC, KTV, and NTV.

2.1.1 Mass Media

Generally speaking 'Mass media' are the tools of Mass communication. Mass media includes newspapers, magazine, periodicals, journals, books and other forms of communication (print media), radios television, (broadcast media), films /cinema and internet (electronic media).

Mass is the large number of peoples and media is any physical object used to communicate. Mass media include communication technologies such as news paper, radios, TV, films, etc. which reach mass population .mass media influence the large number of peoples. Using Mass media, information is disseminated for the consumption of many people. As the message goes through channel they are distorted. When people get Mass media message, they have no opportunity of immediate clarification with the communications or producers of message.

Mass media play a vital role in the positive realization of plans, programs and the policies of the government and other institution. Crystal (2000,p.713) says,

"Developing historically with industrialization and urbanization the mass media come to play an influential role in every nation's economic, political and cultural life". According to D'souza (1992, p.65) "Mass media as the name suggests are media which reach the mass spread over the vast areas simultaneously." To quote Gamble and Gamble (1989, p.16, as cited in Saud, 2061, p.8), "Mass media are tools, instrument of communication that permits us to record and transmit information and experiences rapidly to large scattered heterogeneous audiences; as such they extend our ability to talk to each other by helping us to overcome barriers caused by time and space. "Similarly, in Metha (1992, p.3) views, "The basic function of mass media communication is to provide information, education or instruction and entertainment to the people. The media also motivates peoples directly or indirectly." From the above definition, we can conclude that Mass media are the means or devices used to convey or transmit our ideas and thoughts, speech or writing.

2.1.2 Significance of Mass Media

'Mass media' refer to tools and instruments of Mass communication that are used to record and transmit information, message, experience etc rapidly to large diversified and heterogeneous audience. In fact Mass media are Mass communication media. They convey the message to the target audiences simultaneously although they are scattered all over the world. Mass media can be defined as the organized fact, opinions, message or information to the diversified audiences. Mass media comprise three types of communication tools. They are print media, electronic media, and other media. Print media involve prospectus, posters, banners etc. Electronic media are radio, TV, cinema etc. They are means of public communication leading a large audience.

Gamble and Gamble (1989, p.25 as cited in Sharma 2000, p.4) states "Mass media are tools, instruments of communication that permit us to record and transmit and experiences rapidly to large scattered heterogeneous audience as such they extend our ability to take to each other by helping us to overcome barriers caused time and space."

So we can say that Mass media is a rapid means of communication that disseminates the views and news of public issues within 'Mass media'. Electronic media are modern version of communication that touch the feeling or ideas of public issues. Hart (1991, p.13 as cited in Saud, 2008, p.8)) states "The media are usually taken to be mass media the relatively modern technological electronically media which involves technical deices and which been dev eloped especially for the purpose of communication".

Mc Quail (1994, p.1) states

A power resource: A potential means of influence control innovation in society, the primary means of transmission essential to the working of most social institutions. The location (or arena) where many offer of public life is played out, both nationally and internationally: A major source of definitions and images of social reality, thus also the place where changing culture and the values of societies and groups are constructed stores and rest visibly expressed.

The primary key to fame and celebrity status as well as to effective performance in the public arena, the source of an ordered and public meanings system, which provides a bench mark for what is normal, empirically and evaluative, alleviations are signed and comparisons mode in terms of the public version of normality.

Mass media are substantial and have growing importance in modern society. It has an indispensable position in the society to bring about control influence, innovation in the society. We can also get the national and international news and views of public affair, so we can say that Mass media are the mirror of society which display the news about changing cultures and the values of societies and groups are constructed and most visibly expressed. It also brings about the name and fame of celebrity status as well as to effective performance

in the public area. Mass media are tool or instrument for disseminating the message or that is used to record and transmit information, message, experience, etc rapidly to large diversified and heterogeneous audience.

In fact, Mass media are Mass communication media. They convey the message to the target audiences simultaneously although they are scattered all over the world. Mass media can be defined as the organized means of communication that are used to convey the message to the public as soon as possible. 'Mass media' comprise three types of communication tools VIZ, Print media, Electronic media and other media. Print media involve books, manuals, news paper magazines, pamphlets, banners, etc. Electronic media are radio, TVs, cinemas and others media such as live commentary, public speaking etc. In short, Mass media are print media and Electronic media that are used to convey the messages to target audiences which are diversified and heterogeneous simultaneously. They are means of public communication reaching large audiences.

2.1.3 Types of Mass Media

Mass media are means of delivering the knowledge and information to the heterogeneous group of people at an astonishing speed all over the world. The people belonging to various status, occupations, interest, etc are benefited from the message delivered, various types of modern devices technologies have made it easier and possible. The people involved in communication are members of the Mass communication and the means through which messages are sent are called Mass media.

Mass communication involves the use of two media Print media and Electronic media. Print media comprise books, manuals, newspaper, magazines, periodicals, brochures, prospectors, pamphlets, posters, banners, signboards, traffic signs, symbols charts, graphs, diagram, table caption, menus, and bills. Electronic media involve radio, TV, cinema, live commentaries etc. These media are widely used all over the world.

2.1.4 Theory Related to Mass Media

Mass media are such vast areas which have large coverage in the world in order to convey the message to the people. Here for our concern Mass media are such powerful areas that provide information to the heterogeneous group of peoples. Here under Electronic media, this thesis largely deals with the language used in television interview and related politeness principles.

In communication theory there are different models which are largely applicable in case of searching in the area of Mass media. To enlarge the area of my research, I have found some of the theories of communication which have fruitful for the sake of purification of information that was gathered.

2.1.4.1 Communication Theory

A Communication theory is a systematic explanation of the communication process. There is no single theory of communication. There are many communication theories. The discipline of communication is so dynamic that there is scope for many other newer theories. Likewise there is no Meta theory of communication which could serve as the generalization of existing theories, theories are not fixed, rather they are probable, explanations which we formulate and reformulate in an attempt to make sense of a body of evidence.

2.1.4.2 Lass Well's Model

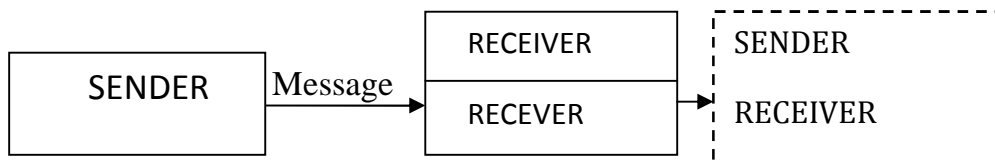
It is considered as the continuation of Aristotle's model "Lass Well, a social scientist was describing human communication, probably a speaker delivering a persuasive message to an audience. Who is the 'speaker' or 'message sender' 'says what' is the message itself, 'in which channel' might refers to the difference between a speaker at a television stations versususing television to whom is the 'receiver' and with 'what effect' is the outcome or receiver's reaction to the message.

Harold Lass Well (1948, p.15) proposed a Communication model:

Who	Sender
Says what	Message
In which channel	Channel or medium
To whom	Receiver
With what effect	Effect

2.1.4.3 Interaction Model

As communication theories found action models not so applicable to represent communication process, they started to study communication from new perspective by acknowledging some sort of relatedness between sender and receiver in communication process. Thus communication process was not viewed as mere transmission but interaction between a sender and receiver. Neural et.al.1998, p.36) proposed the following theory of mass communication.



2.1.5 Introduction of Journalism

Journalism is that part of social activity which is concerned with the dissemination of news and views about the society. In modern societies, journalism has become the media of mass education which provides the education to the students of all stages and the general mass.

Modern journalism involves mainly five types of Mass communication. They are newspapers and periodicals, radio, television, film, advertisement.

Journalism has four main objectives. They are to inform, to interpret, to guide, and to entertain. It performs other important functions such as the circulation of

advertisement and the dissemination of a wide mass of information and comment, thus, essentially journalists are writers, authors, reporters, correspondents, editors, sub-editors, interview, story writes, scriptwriters, scenario editors etc.

So present research is on language used in television interview based on politeness principles, while conducting the television related to interviewers should use politeness principle that make the interviews interactive and same the dignity of others. Here for our concern politeness principles as one of the pragmatic principles can be used in the analysis of discourse. Like co-operative principle, it is also formulated as a series of maxims. Basically, politeness principle is a concerned with the act of lessening imposition on the participants of a discourse. So taking interview is the part of journalism, an interviewer should have knowledge about journalism.

Astor (1992, p.2) states

The first and foremost concern of journalism is to broadcast news, while primary is to the function of newspaper is to communicate to the human race what its members feel and think. The term journalism embraces all the form in which and through which the news reach to the public. All that happens in the world if such happenings hold interest in the public as the thought action and ideas which these happenings stimulate become the basic materials for the journalist.

So we can say that journalism is the work of collecting, writing, editing, and publishing materials in newspaper and magazine or television and radio.

Different scholars have different definitions about journalism. By observing these definitions, journalism is highly sophisticated and redefined profession. In order to obtain a carrier as a journalist in a newspaper or Television and so on, one must possess basic groups of the language and extensive vocabulary. Journalism has its visible and invisible impacts on all aspects of modern life.

The journalists who are working for different media are obliged to perform extensively diversified professional duties and are always guided by the second sprits and established principles and ethics of journalism.

In conclusion, journalism is the work of gathering, writing, editing, and publishing news through newspapers and magazines or by radio and television. Thus, journalism is a tool of communication newspaper, magazines, periodicals etc and broadcast through radio, television, websites etc.

2.1.6 The Principles of Modern Journalism

Journalism is the publication of news and views of various aspects of human activities in newspapers, magazine, or radio, TV, etc it is believed to provide the fair information about any events programmers and also so on. Modern journalism must own some principles or canons that really make journalism complete its duty to the society or nation. The prime function of journalism is to bring light to the people what its member feels and thinks. A person to be a journalist is viewed to possess a good deal of intelligence, knowledge and experience. In addition to it, he/she must own natural and trained powers of observation and reasoning. A journalist is as responsible as teacher or an educationalist. Ahuja, (2005, p.2) states "A journalist who misuses his power is faceless to a high trust. The freedom of press is considered to be a vital of mankind but it has to obey certain rule that significantly or the press does not imply promotion or any private interest of the journalist contrary to the general welfare." Therefore the so called news communications from the sources which are not noteworthy and mentionable are published by responsible and fair journalist without substantiating their values as news in form and audience. Modern journalism must venture to highlight the fairness in each publication not only focusing on economic perspective there are different kinds of canons or principles of journalism. According to American society of newspaper editors as mentioned by Ahuja (2005, p.6) states the following principles of journalism.

- ❖ Responsibility
- ❖ Freedom of press
- ❖ Independence
- ❖ Sincerity truthfulness of Accuracy
- ❖ Impartially
- ❖ Fair play
- ❖ Decency

2.1.7 Electronic Media

Mass media are generally defined as the most powerful transmitters of disseminating hard news, articles, features, review, and instruction, they include both Print media and Electronic media that are used to convey or send message to the mass. Electronic media are so named because they make use of electronic wave to communicate message to the receiver. Radio and television have been used as the means of Mass communication for a long time radio and television share some common features.

Mc Quail (2005, p.34) States

“A distinctive features of radio and television has been their degree of regulation control or licensing by public authority -initially out of technical necessity later from mixture of democratic choice ,state self-interest, economic convenience ,and steer institution custom. A second and related features of radio and television media have been their center periphery pattern of distribution and the association of national television with political life and power centers of society.”

It means that television has a high degree of regulation, control or licensing by public authority. This broadcasting media is importantly associated with the technical necessity, democratic values, interest of the state, economic convince, and their institutionalization. It is directly or indirectly related to political power centers, social needs and conventions and so on.

Because of the closeness to political power television may not enjoy as much freedom as the press. To quote mc Quail, (2005, p.34) “ Despite or perhaps because of this closeness to power, television have hardly anywhere acquired as of right the same freedom that the press enjoy to express views and act with political independence”. Television have an eighty plus and a fifty plus years history as the Mass media. Television grew out of pre-existing technologies telephone telegraph photograph (both still and moving) and sound recording. According to William (1975,p.25 as cited in Mc Quail 2005, p.43) unlike all previous communication, technologies, radios and television were systems primarily designed for transmission and receptions abstract process with little or no definition of preceding content.

In this present era Electronic media became a part of human life which coordinates the people to have the information and message to a large heterogeneous group of people so electronic media has a great value in case of educating the people with the explosion of knowledge, information, message etc. so electronic media is overcoming the hurdle by eradicating delayed message system. So the present research is based on language used in television interview with one of the accessible source of delivering the message to the mass. So we can say that electronic media changing the world into a small home where people happily exchange their ideas.

2.1.7.1 The Significance of Electronic Media

Electronic media is a special means of transmitting the message everywhere at once in comparison to print media. The audience of Electronic media is scattered and heterogeneous; message is conveyed through the medium of air waves and electromagnetic wave. The significant if Electronic media are growing rapidly in the world with the invention of radios, televisions internet etc. we are in the verge of post modern age, because of access of Electronic media. Today is the time of globalization, it is only possible by the intensification of worldwide social relationships where we could see world

economic and culture are becoming increasingly interconnected and independent, so Electronic media are useful tools to make the society and world harmonious and civilized. It plays vital roles in the field of Mass communication. Electronic media provide multiple contacts to the heterogeneous audiences simultaneously and also provide adequate information, apt education, and attractive advertisement, different types of programmes for entertainment, employment etc to all the audiences. It significantly plays great roles in the process of cultural transmission and promotes public awareness which contributes to the enhancement of human prosperity. Electronic media are the voice which is to be heard by the sector or authority.

2.1.8. Interview

The word 'interview' is derived from 'intervue' meaning 'sight between' so interview is a means of gathering information and opinion in certain topics. According to the Mohan and Banerji (1990, p.1) "It is a meeting between two people with specific purpose. It may be defined as any purposeful interpersonal communication between two parties in terms of structure and format."

Interviewing is therefore a more formal form of communication.

According to the Bhattarai (2000, p.168), "interview has been established as a major technique of getting information in journalism. There is hardly any news magazine, which does not carry out interview. Many a time the cover story and some major stories involve more than interview."

The television and radios often carry interviews on various types of subject matters that can be political, social, religious, on national and international theme. An interview is defined as a directed conversation between an investigator/ individual /a group of individual in order to gather information. In most of cases, it is a face to face interaction between two (or more) person guided with a specific purpose. But it can occasionally be concluded through telephone, email and such other Electronic media. The main purpose of interviewing of an

individual is to find out their personal feeling, likes and dislikes, attitudes and opinions, experiences etc, about certain issues, events situation or phenomena.

It is very difficult to gather information if the interview is aware of the fact that he/she is interviewing the specific behavior. As the purpose of interviewing is to find out what is in or on someone else mind, the interviewer should be competent enough to put question to the interviewer. Interviews rang from quite informal and completely open-ended to very formal with the questions predetermined and asked in a standard manner.

According to the degree of flexibility Kumar (1999, p.109) classified interview in the following ground:

- i. Structured interviews
- ii. Unstructured interviews

In a structured interview the interviewer asks a predetermined set of question using the same wording and order of question as specified in the interview schedule. An interview schedule is a written list of questions, open or closed ended, prepared by an interviewer in a person to person interaction. This type of interview is very systematic. Here the interviewees reply officially or formally. Such types of interviews are well planned in advance. The interviewer is requested in advanced informing him about the issues, venues and time of the interview. On the other hand an unstructured interview also known as in depth interview, the interviewer develops a frame work called an 'interview guide' within which conduct the interview. In such interview, the interviewer formulates questions spontaneously during an interview.

2.1.8.1 Principles used in Interview

There are different kinds of principles that should be taken into consideration while taking interview. One of the most important considerations is sincerity and honesty. Both the interviewer and the interviewee should be sincere and honest in their role. The interviewer should be sincere for his duty. He will not use information he has obtained for his personal achievement.

The information and opinion expressed by the interviewee should note without any changes. The interviewer cannot make his own judgments about his issues. In the other hand, the interviewer must answer all the questions fairly and accurately. He must reply on the basic of the facts.

In case of conducting the television interview both the interviewer and the interviewee must follow the principle of cooperation. The interviewer must facilitate and the respect the interviewer while asking any question he must not try to humiliate and defame the interviewer asking unnecessary question. Another principle may be flexibility (openness) which is required for the interviewer. The interviewer must not impose his opinion on the interviewer. The interviewer must be provided freedom to answer or not answer the entire questions. He must reply all the questions freely, if he does not want reply any the interviewers must not compel the interviewer to reply all the questions.

Another principle is objectivity; one of the most important principles of interviewing comes in the mind of the interviewer before he goes to the interviewer to get information, feeling and opinions. The interviewer has to set objectives before he/she goes to the interview. Interviewer queries must be based on the objectives determined, s/he should not ask any questions randomly. Similarly the principle of objectivity is equally applicable on the part of the interviewee. Next principle is information that is one of the most important ones because the prime objective the interviewer is to collect information through the interviews. Therefore the interviewer must try to achieve some information but he/she should not compel the interviewee, s/he must try to get the information from the expressions the interviewee puts forward as the replies.

2.1.8.2 Television Interview

Television is often regarded to be the main source of news and information for the most of the people. Furthermore, it is considered the main channels of communication between the politicians and citizens. Generally, television

telecasts the various types of programs. Among them television interview is one of them, which provide the adequate information to the people. In television interview, there are often two people or more than two peoples are involved in order to gather information.

Television refers to a piece of electrical equipment with a screen on which we can watch programs with moving pictures and sounds. It can also be described as a system of sending and receiving moving pictures and sounds by means of electric signals transmitted through wires and optical fibers or by electromagnetic radius. Therefore it is a complex technology. Television has been extensively used all over the world as it serves a number of functions that contributes to human beings. The distinctive features of television has been its high degree of regulation covering multiple contents to be broadcast most of the TV content is not live although it often aims to create an illusion of ongoing reality. It also broadcast live programmers that impart reality of content.

Television creates sense of intimacy between the presenter and the inspector. Mc Quail (2005, p.35) puts, “A second features of television is the sense of intimacy and personal involvement that it seems able to cultivate between the spectators and presenter or the actors and participants on screen.”

Television interview is a challenging task that interviewers should be taken into consideration. Many researches in the past have been carried out on the basis of structural point of view. But this reseated is wholeheartedly based on politeness principles used in television.

2.1.8.3 Politeness Principles used in Television Interview

Politeness principle as one of the pragmatic principles can be used in the analysis of discourse. Like the co-operative principle. It is also formulated as series of maxims. Basically the politeness principle is concerned with the act of lessening imposition on the participants of a discourse. It suggests the speakers not to impose others, but to maximize benefits and ease to other. In this regard politeness in television is an act of facilitating others in communication

acknowledging others ideas beliefs or positions etc. The way we use language in order to respect other is also known as 'face saving'.

Cutting (2008, p.34.) argues “we have to acknowledge and show an awareness of the fact (i.e. the public self image or the sense of self) of the people that address.” There are many ways of saving the face of the people we are talking with when we think that the public self-image of our addressee is taken as positive face. Alternatively, when the faces of self and addressee are different because of social status, power position etc. Then the face of that addressee is taken as negative face. Politeness theory suggests in order to addressing the positive face While, they tend to use formal indirect and careful style of language to interact with someone with negative saving act. Thus the way of saving the negative face of there is known as negative politeness. The acts which are used to save other face (whether positive or negative) are called face saving acts (FSA).

Negative politeness strategies pay attention to negative face, by demonstrating the distance between interlocutors, and avoid imposing or presuming and to give the hearer options. Speakers can avoid imposing by emphasizing the importance of the others time and concerns using apology and hesitation positive positioned strategies aim to save positive face by demonstrating closeness and solidarity appealing to friendship making other people feel good and emphasizing that both speakers have a common goal.

As a pragmatic principle the politeness principle suggests a series of maxims that the hearers expect their speaker to follow. Leech (1983, p.17) lists six maxims of politeness principles.

- I. **Tact maxim:** It focuses on the hearer, and says minimize cost to other, and maximizes benefit to other. The first part of this maxim fits in with negative politeness strategy of minimizing the imposition and the second part reflect the positive politeness strategy of altering to the hearer's interest, want, and needs.

- II. **Generosity maxim:** This maxim flips-side of the Tact maxim since it focuses on the speaker, says minimize benefit to self and maximize cost to self .For example, Could I copy down the notes?
- III. **Approbation maxim:** This maxim says minimize dispraise of other. The first part of maxim is somewhat similar to the politeness strategy of avoiding disagreement. The second part fits in with the positive politeness strategy of making other people feel good by showing solidarity.
- IV. **Modesty maxim:** It is related with minimize praise of self and maximize dispraise of self .For example oh I'm so stupid- I didn't understand the lecture that was given by our teacher.
- V. **Agreement maxim:** It is related with minimize disagreement between self and other and other. For example, yes, yes if you do not that - it might be good to all.
- VI. **Sympathy maxim:** It implies minimize antipathy between self and other and maximize sympathy between self and other .For example I was sorry to hear about your wife.

2.1.8.4 Face Saving Act (FSA) and Face Threatening Act (FTA)

We have established an assumption that politeness is one of the strategies to save and acknowledge another person's face. In most of the case the speakers are oriented to lessen the possible threat to others face. They attempts to use less directive and more polite forms and style of the language. The acts which are used in order to lessen the threats to other's face are referred to as 'face saving act.' These are basically used to do minimize the threat or attacks on the face (i.e. the public self image) of other participant for enhancing politeness in social interactions.

Face threatening acts refer to that act that represents a threat to another individual's face. This is to say if the speaker uses the language with directions

and imposition and uses informal and colloquial style of language, the listener or the addressee feels that his face is not acknowledged. The speech acts that appear to be like an attack on someone's public self image are known as face threatening act, for example someone may build up his face (or, self-image) as a police officer with power and status in the society, when his old friend used him informal and colloquial variety of their language in a program the police officer might feel that his face has not been recognized and saved. At this instance, the colloquial variety of language characterizes the face threatening act. Yule (2000, p.61) views "If a speaker says something that represents a threat to another individual's expectations regarding self-image it is described as a face-threatening act". Alternatively, given the possibility that some action might be interpreted as a threat another's face the speaker can say something to lessen the possible threat. This is called a face saving act. Face saving act promotes politeness of the utterances whereas face threatening act violates the politeness and makes the utterance impolite in the given context. 'Politeness' is context dependent phenomenon.

2.2 Review of Empirical Literature

Since the area of language is very broad, many more researches have been carried out in the use of language. It is worth reviewing some related literature especially those carried out in the Department of English Education, T.U, Kirtipur .They are as follows.

Bhandari (1999) carried out the research entitled tense and aspects in Nepali English Newspaper. The main objective of his study was to analyze the tense and aspect variation in the news discourse Nepali English especially in comparison to the narrative news papers. Observation was his main research tool for collecting data for the research. Finally he concluded that the structures of the non-past tense were used more often than past tense structures.

Shrestha (2000) conducted a research entitled "An Analysis of Newspaper Headlines" in his M-Ed thesis. The main objective of his study was to analyze the newspaper headlines from the point of structures, tense, and aspect. The

research tool in his study was observation; finally he concluded that newspaper headline had its own style of writing which was different from general writing Pokhrel (2003), carried a research on English in Print Media and Broadcast. This research attempted to compare print and broadcast media in terms of sentences type, narration, voice, tense, aspect, sentence length, contacted form and SV proximity. The researcher found that language of Print media was complex and the language of Broadcast media was simple.

Upadhy (2003) carried a research entitled the "Language used in Brochures". He described brochures physically as well as linguistically and concluded that single background color and verb less slogans were found most frequently used in brochures.

Sharma (2007) carried a research entitled "Language used in Newspaper Editorials" a descriptive study. The main objective of the study was to analyze language used in newspaper editorials in terms of sentence types, voices, tense, aspect, length of editorial, sentence length. Observation was his main tool for data collection at last he showed that the similarity and difference between English newspapers from Nepal and English newspapers from abroad.

Aryal (2009) carried a research in Language Used in Newspaper Interviews. The main objective of her research was to analyze the language uses in interviews in terms of sentence type (simple, compound, and complex) tense (past and non-past) voice (active and passive) and aspect and she also focused on types of question used in interviews. (Open ended close ended, double barreled, and lead question).

2.3 Implication of the Review for the Study

Mass media is such a powerful area that should be taken into consideration. I have collected the some theses found in Central Department of Education in order to enhance my study. I have gone to television stations like Kantipur, Nepal Television. Not only that I also built up the horizon of my study by deriving the interviews from the BBC stations which is the one of the leading area of World news. A researcher should review the materials that should be

proper for him/her. It gives the high intensity of knowledge and framework, guidelines, principles etc. Without the proper understanding of related field, no one can carry out the research in an exhaustive way. In case of thesis writing, plagiarism is the present day issues of many researchers. So copying the same form and pasting does not clarify the creativeness and innovative ideas of research. So we should go beyond the present level. the more research we carry the more pure it becomes.

In the field of Mass media, television interview is such a powerful area that provides information to each and every public .In television interview; interviewers bring the public related issues that provide awareness, information, and knowledge to them. So the present research could not have possible if I had not gone through many researches. I'm mostly scaffold by the rich data derived from NTV, BBC, and KTV.

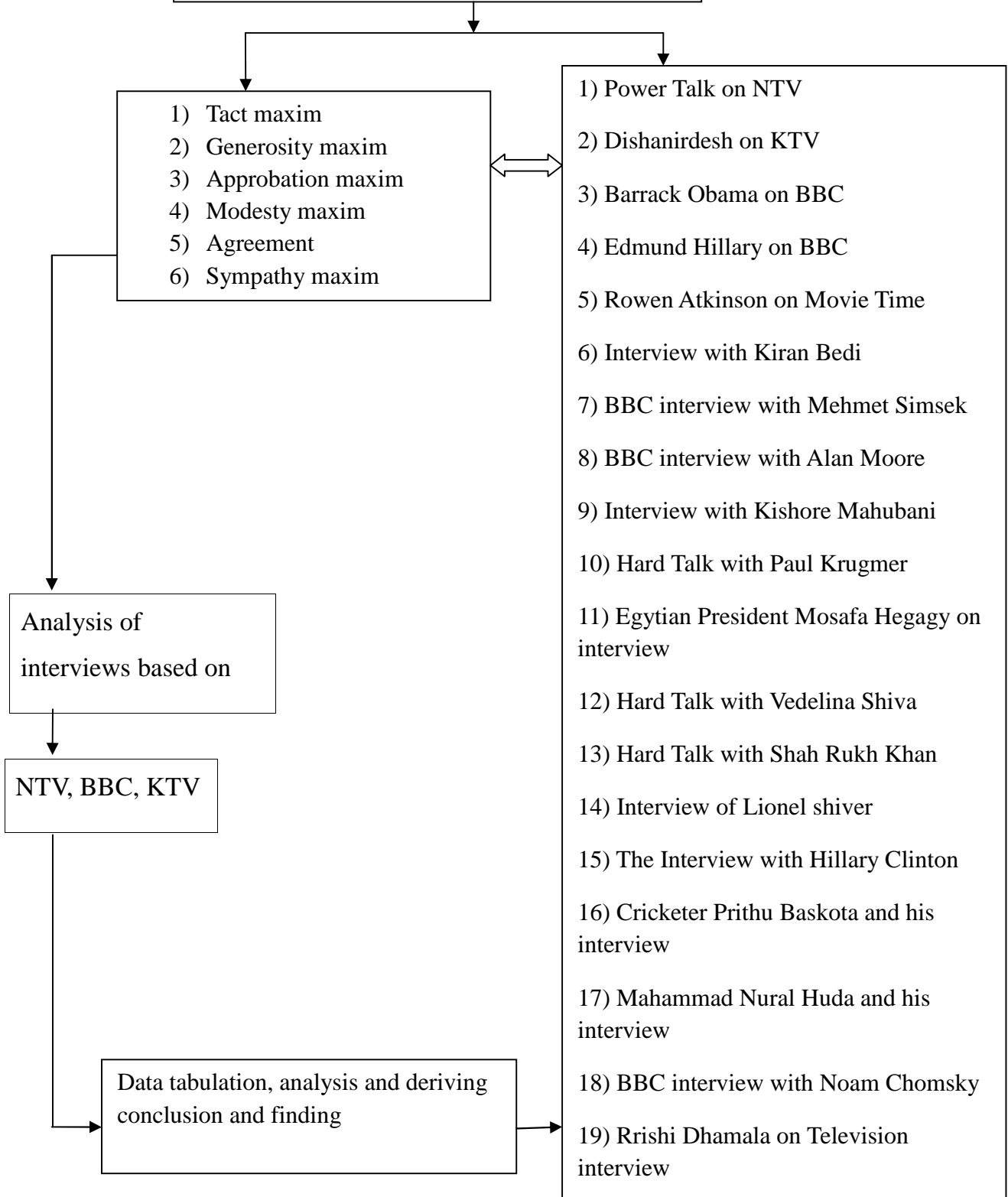
This thesis is the qualitative study in which I tried to make it as pure as possible as well as no plagiarism at all; we have following implication of review for the study:

- It provides the information about content.
- It extends the horizon of knowledge in order to make his/her research. systematic, uniform and exhaustive about the subject matter.
- Review of literature benefits the researchers to update the knowledge on current field.
- It helps the researcher to have the concept of methodology, analysis and interpretation.
- It helps the researcher to choose the appropriate topic.
- It develops the conceptual framework, and also the theoretical aspect of the study.

2.4 Conceptual Framework

To complete the research in an exhaustive way. We researchers should have the conceptual framework of conducting the research in an objective way .The conceptual framework provides the clear crystal guidelines to the further work.

Language used in Television Interviews



CHAPTER: THREE

METHODS, PROCEDURE OF THE STUDY

To fulfill the objective of the present research, the following methods and procedures were adopted:

3.1 Design of the study

The present research is related to "Language Used in Television Interview" on the politeness principles. For this research I collected twenty interviews taken from KTV, NTV, and BBC. So for this I selected the survey research design in order to study the superficial study of an issues (i.e. politeness principles focusing different maxims). As we know that, the present research design is a most commonly used methods of investigation in applied research. It may scope from a large scale to small scale investigation. For example school improvement plan, similarly it is also beneficial in Mass media in order to see the particular thing that is important to study, which is greatly helpful in future. So we can say that it is a general view and characterization of the circumstances and testing of its status and phenomena. According to Nunan, (1992, p.140), "the main purpose of a survey research was to obtain a snapshots of condition, attitude and events at single point of time". To put another way, data in a survey research is collected only at a single point of time aiming to obtain the overview of a phenomenon, event issue or a situation. So we can say that survey research focuses on the importance of natural situation in survey that one collects data formal or part of a population to assess the relative incidence, distribution, and interrelation of naturally occurring phenomena. So, the present research, language used in television interview is based on survey research design. It is difficult to gather the exact language used in television interview. However, I carried out the research on the basis of following procedures of survey research in a comprehensive way.

Step: 1 Define Objective

The main objective of this research has to find out the politeness principles used in television interview. For example, to find out the use of different maxims used by interviewers and interviewees in twenty interviews.

Step: 2 Identify Target population

The total population of this research is twenty interviews derived from BBC and NTV, KTV.

Step: 3 Literature Review

This research was carried out with the study of interviews telecast from various stations, previous dissertation, and thesis.

Step: 4 Determine Sample

In this case, twenty interviews were collected in order to analyze and interpret the data

Step: 5 Identify survey Instrument

In this step researchers should select the basic instrument for research purpose. For this research observation tool was used.

Step: 6 Design Survey procedures

In case of present research, researcher should go to the field in order to collect different types of interviews. And he/she should interpret the data being concerned with objectives, researcher has selected.

Step: 7 Identifying Analytical procedures

Mostly in case of present research qualitative technique can be mostly used. In case of this research, researcher should use table in order to put the data in percent and frequency. Furthermore, he/she should enhance the data by showing them in examples.

Step: 8 Determine Reporting Procedure

In this step researcher uses various types of procedures in order to report the received information. For example he/she gives a lot of examples in case of clarifying the data.

3.2 Areas of Study

The field of present research is entitled "Language Used in Television Interview" under the field or areas of mass media. As we know that Mass media are the tools of Mass communication. Mass media include newspapers, magazines, periodicals, journals, books, and other forms of publication (i.e. Print media) radios, television (i.e. Broadcast media), film, cinema and internet (Electronic media). Mass is the large group of people and media are any physical object used to communicate. Mass media include communication technologies such as television, film, etc which reach mass publication. Mass media influence the large number of people using Mass media; information is disseminated for the consumption of many people. As the message goes through channel they are distorted. When people get Mass media message, they have no opportunity of immediate clarification with the communicators or producers of message.

Mass media play a vital role in the positive realization of plans, programs and policies of the government and other institution. Crystal (2000,p.713) says, "Developing historically with industrialization and urbanization. The mass media come to play an influential role in every nation's economic political and cultural life. "According to D'souza (1992, p.65), "Mass media as the name suggest are the media which reach the mass spread over the vast areas simultaneously." To quote Gamble and Gamble (1998, p.12 as cited in Saud 2061, p.8)"Mass media are the tools, instrument of communication that permit us to record and transmit information and experiences to large scattered heterogeneous audiences. As such they extend our ability to talk each other by helping us to overcome barriers caused by time and space."

From the above definitions, we can say that basic function of Mass media communication is to provide information, education, or instruction and entertainment to the people. The media also motivate people directly or indirectly. Mass media also directs to the point of writing and speech.

So present research is basically related to the Broadcasting media, under which language used in television interview comprise the use of politeness principle used in television interview. Here Electronic media mean the process of disseminating message into air over assigned frequency, then capturing the message by receiving sets and decorating into the audience. To Electronic media originally mean to start seeds in all directions as a farmer would do in planting freshly filled field. Today's TV professionals are engaged in planting and germinating ideas assertion and attitudes rather than corn or wheat.

So modern human life is not imagined without studying TV has created its own forms of literacy that informs and engage more people than any other medium has been capable of doing at any other time in human history. It has changed peoples' lives even down to the arrangement of their homes.

3.3 Sampling Procedures

It is almost impossible and impracticable to study the whole population to arrive at generalization .In one hand, it takes a long time to study and on the other hand the expected characterization of population cannot be measured in totality. The population would have changed before the measurement of their characteristic could complete. A population is any group of individual that have one of more characteristic in common that are of interest to the research .The population may be all the individuals of a particular types, or a more restricted part of that group . There can appear an immeasurable gap between the data collected initially and in the middle, which result the inappropriate and unexpected finding. That's why; there is needed such a technique that can overcome all these problems. It is only the process of sampling that makes it possible to draw the valid inferences and generalization on the basis of careful

observation of variable within the relatively small portion of the population. Thus sampling is a procedure used in research to select the representative number of population. what is selected from the total population is called the sample for example an investigation is going to be carried out to find out the trained teachers' classroom behavior in lower secondary school level in Nepal, there all the trained teacher in the respective level are the population of the study. The representative number of teacher supporter (suppose -50)

The present research sampling procedure is purposive sampling procedures. It is needless to say that the purposive sampling is based upon the purpose and subjective judgment on the researcher. It is most commonly used procedure in media reporting. Here, the researcher contacts only those populations who s/he opines of having the required information to achieve the objective way of the study. The sampling size is not pre-determined. The process of sample selection continues until the expected information is met to provide the adequate and required information. It is purposive as the selection of sample is determined by the subjective judgment and purpose of the researcher (and not of any other criteria).

In this research, researcher selects the twenty interviews in order to study the politeness principles used in television on interviews. This research is qualitative research, in this research; I tried to search interactive situation of the interviews and some norms and value of interviews that can be obligatorily used in order to make the interviews standard and genuine. In research, I have taken samples of interviews from NTV, KTV, and BBC.

3.4 Data Collection Tools

For this present study, observation was the main tools for data collection. I selected twenty interviews found in internet and televisions stations. In this research I observed the interviews and analyzed the language having politeness principles. Here for the analysis and interpretation of data, it is almost impossible to observe the live data going to the Television station. So

secondary data is adequate, I observed the interview many times minutely until and unless I got the required information. After the completion of the observation techniques, I analyzed and interpreted the discourse being focused with the politeness maxims.

3.5 Data /Information Collection Procedures

The following steps / procedures were followed for data collection:

- 1) I observed the interviews taken from NTV, KTV and interviews derived from BBC.
- 2) I selected the required language for examples politeness principles.(politeness maxims as proposed by Leech)
- 3) I observed interviews minutely in order to fulfill the research objectives.
- 4) Then I watched and rewatched the selected interviews until and unless I got the required information.
- 5) Finally I wrote the data on the basis of politeness maxims considering the important components.

3.6 Data Analysis and Interpretation Procedure

For data analysis and interpretation of this research, basically qualitative approach was used. The field of my study is mass media, under this for the analysis of politeness principles, descriptive approach was used in order to analyze the content of the topic. In this way I used percentage and frequency in order to have the clear vision of my study.

CHAPTER: FOUR

RESULT AND DISCUSSION

This chapter deals with the analysis and interpretation of the data collected from the secondary sources. The main objectives of the study were to find out the politeness principles used in television interviews.

Here for this research, I have used politeness maxims in order to derive the applicable result to enhance the thesis reliable and valid in the research process. So it is herculean task to study the politeness principle in the process of study however, I tried my best to bring about the good result. To meet the objective of my study I collected various types of interviews from different reliable sources, like NTV, BBC, and KTV.

4.1 Result

This study was limited to twenty interviews taken from BBC, KTV and NTV. In order to fulfill my study purpose, observation tool was constructed. So result derived from the observation tool can be presented in the following grounds.

A) Result from BBC

- BBC was one of the major sources of my study.
- Fifteen interviews were taken from BBC.
- Tact maxim, Generosity maxim, Approbation maxim were especially used in the interview.
- There were cordial relation between interviewer and interviewee.
- The total use of Tact maxim was 121 in television.
- Respectively, there was 90 times frequency of Generosity maxim.
- Agreement maxim is the part of interview, so 63 times frequency of Agreement maxim found have been used.
- Most of the interview didn't use the Modesty maxim.
- Interviewer used Generosity maxim(i.e. maximize benefit to self)

- Some interviews were open ended; it means interviewers were free to ask the questions, it means there were no restriction and boundary between the speakers.
- The starting of the interviews were good, interviewers gave some portfolio of the interviewee that was really praiseworthy.

B) Result from KTV

- In KTV 33 Tact maxim was used.
- The interviewers were friendly.
- There was no use of positive politeness in interviews.
- There was the problem of using the appropriate politeness principles while taking the interview.
- KTV didn't use of Sympathy Maxim and Modesty Maxims.

C) Result from NTV

- In this television interview Tact maxim used 16 times out of which 32.65% found to have been used.
- The Generosity maxim was used 10 times out of which 20.40% found to have been used.
- In NTV, Approbation maxim was at higher level, in total times of interview, interviewers and interviewees used 34.69% frequencies.
- Similarly Sympathy maxim was not used in whole interview.
- The total frequencies of all maxims were 49.

4.2. Discussion

Politeness principles is the major factors in the analysis of the television interview, in the absence of which there is impossible to make the interview friendly and cooperative for the sake of mutual understanding. So interviewers should have the feeling or updated information about the interview. This whole research is based on the overall survey of interviews carried out by many television journalists. Here for the analysis of the twenty interviews I took Politeness maxims in which I focused on the frequency and percentage in

aggregate. There are different types of maxims that can be given in the following ground.

-) Tact maxim
-) Generosity maxim
-) Approbation maxim
-) Modesty maxim
-) Agreement maxim
-) Sympathy maxim

4.2.1 Analysis and Interpretation of Power Talk on NTV

This analysis and interpretation is based on politeness maxim as proposed by Leech. This interview is produced by Nepal television.

The presenter of this interview was Santosh Shah with one of the superstar of Nepali film industry Mr. Rajesh Hamal. It was often difficult to point out the politeness principle used by interviewer and interviewee; however I tried to analyze the raw data in the following table.

Table No: 1
Power Talk on NTV

S.N	Maxims	Frequency	Percentage
1.	Tact maxim	11	32.25
2.	Generosity maxim	8	23.52
3.	Approbation maxim	11	32.35
4.	Modesty maxim	-	-
5.	Agreement maxim	3	8.82
6.	Sympathy maxim	-	-
Total		34	100

The above table shows that the frequency of Tact maxim and Approbation Maxim are higher than other maxims in the interview Power Talk. In this interview, interviewer and interviewee use the Tact maxim 11 times in total number of frequency, out of which 32.55% Tact maxim was found to have been used in television interview. On the other hand, Generosity maxim was used 8 times and total percent of this maxim was 23.52% which was less than Tact maxim in the comparative occurrence. But here in the interview Modesty maxim was not found in the interview. Here in the interview Agreement maxim was rare while going interview. The total frequency of Agreement maxim was 3 out of which 8.82% was used. Like Modesty maxim, Sympathy maxim were not found in this interview.

From the analysis and interpretation of interview, the following examples can be derived:

1. Tact Maxim

) Mr. Rajesh Hamal, Could you tell me your struggle in the film industry since your childhood?

) Nepali film industry is limited in small territory, how to overcome huddle caused in Nepal film industry?

2. Generosity Maxim

) Welcome to the Power Talk with me Santosh Saha....

) Rajesh Hamal has acted more than 250 films during the 25years of film carrier...Mr Rajesh Hamal welcome to our show....

3. Approbation Maxim

) In today's episode we have with us Nepal most celebrated movie star, Rajesh Hamal.

) Basically, it's the people of this country who encourage me; in that case I'm lucky...

) In the same context, millions of Nepali youth or people who follow you, who idealize you who take as a role model.

4. Agreement Maxim

) You are right even though we make fictional film in Nepal..

) Oh definitely, because you want to act in Hollywood film industry...

4.3 Analysis and Interpretation of Dishanirdesh on KTV

The interview was taken by Bijaya Kumar Pandey with British Ambassador.

The politeness principles used in Dishanirdesh has been analyzed in the following grounds.

Table No: 2

Politeness principles used in Dishanirdesh

S.N	Maxims	Frequency	percentage
1	Tact maxim	25	48.07%
2	Generosity maxim	8	15.38%
3	Approbation maxim	9	17.30%
4	Modesty maxim	-	-
5	Agreement maxim	10	19.23%
6	Sympathy maxim	-	-
Total		52	100%

As above table shows that the percentage of Tact maxim is in the highest of all the maxims, which was found to have been used throughout the interview and total percentage of Tact maxim, was 48.07%. On the other hand Approbation was not found be used frequently in comparison to other maxims which has 19.23%. But in case of this interview Sympathy maxim and Agreement maxim

were not found be used throughout the conversation. As we see that Generosity has been used only 15.38% out of 8 frequencies.

The following are some examples of politeness maxims:

1. Tact Maxim

-) It would be better if you give the whole interview in Nepali?
-) Can you make three observations about Nepal and its current state?

2. Generosity Maxim

-) Being at cross road is part of life?
-) One can cross the road in two situations if you know what way to cross the road is not a problem, if I know I may go right or left from the road.

3. Approbation Maxim

-) You are frank throughout the conversation.
-) Because it's more efficient in that way in American system.

5. Agreement Maxim

-) well you are in right point implicitly.
-) Obviously that is bit of concerned about people, I believe the statement is clearly election of people.

4.4 Analysis and Interpretation of BBC Persia interview with American President Barack Obama

This interview was taken from BBC and this interview was related with Iranian government and chemical effect in the world. This interview was taken on 24 September 2010.

Table No: 3

BBC interview with American president Barrack Obama

S.N	Maxims	Frequency	percentage
1.	Tact maxim	7	35%
2.	Generosity maxim	5	25%
3.	Approbation maxim	8	40%
4.	Agreement maxim	-	-
5.	Modesty maxim	-	-
6.	Sympathy maxim	-	-
Total		20	100%

As above table shows that total number of frequency of maxims was 20, out of which 40 % of the Approbation maxim was found to be used in interview. Secondly Tact maxim was used in this interview; the total number of frequency was 7 out of which 35% was used. In this interview, Generosity maxim was only covered the 25% part of whole interview. But there were not found other maxims in this interview like Agreement maxim, Modesty maxim, and Sympathy maxim.

The following are some examples of politeness maxims:

1. Tact Maxim

) Could you say those who see as a departure from that promise no threat, no diplomacy?

2. Generosity Maxim

) President thank you very much for your time honor.

) Could I tell you about political situation?

3. Approbation Maxim

) majority of Iranian people who are respectful and powerful.

4.5 Analysis and Interpretation of Interview with Edmund Hillary

This interview was taken from BBC Hard Talk with Edmund Hillary. The politeness principles that were used in this interview can be tabulated on the following ground being focused on some key factors.

Table No: 4

BBC Interview with Edmund Hillary

S.N	Maxims	Frequency	percentage
1	Tact Maxim	7	28%
2	Generosity Maxim	6	24%
3	Approbation Maxim	10	40%
4	Modesty Maxim	-	-
5	Sympathy Maxim	2	8%
6	Agreement Maxim	-	-
Total		25	100%

As table shows that in total frequency of the Approbation maxim has been used higher in frequency (i.e.40%) than other maxims. The Tact maxim was also used in interviews massively, because interviewer started the interview on the behalf of other (i.e. benefit to other and cost to other). Here in this interview analysis 24% has been used in this interview. Hardly, I got 2% Sympathy maxim in this interview. So here we draw the attention that, face saving act was found to have been used.

So we can draw some of the examples on the following grounds:

1. Tact Maxim

) What made you think to use the chance?

) What motivated you to climb the mountain?

2. Generosity Maxim

) We don't use the term likely on Heart Talk, my guest today is Edmund Hillary, in 1953, he became the first man to reach the summit of Everest, at that time peoples said only the God climb higher..What motivate you to climb the mountain?

) Edmund Hillary Very warm welcome to the show.

3. Approbation Maxim

) Very good expedition we have had, I just have the feeling ...

) The women were incredible, who supported us and motivated us for the successful history making.

) On May 29, 1953, the earth behalf of your favor.

) We remember the historical work that you have done.

4. Sympathy Maxim

) I have Sympathy on you; you lost your lovely wife and daughter in plane crash.

4.6 Analysis and Interpretation of Interview Based on BBC World Service

This program was basically concerned about Rowan Atkinson Johnny on movie time by junkie Rigg. This interview was taken on September 2011.

Table No: 5

Interview with Rowan Atkinson Johnny on Movie Time

S.N	Maxims	Frequency	percentage
1	Tact maxim	6	42.85%
2	Generosity maxim	2	14.28%
3	Approbation maxim	5	35.71%
4	modesty maxim	1	7.14
5	Sympathy maxim	-	-
6	Agreement maxim	-	-
Total		14	100

The above table shows that the high use of maximizing cost to other and maximizing benefit to other was found have been used, the frequency of Tact maxim was 42.85%. Secondly 35.71% Approbation was used. In the analysis of this interview 14.28% and 7.14% were used Generosity maxim and Modesty maxim respectively. But in fact Sympathy maxim and Agreement maxim were not used in this interview.

The following examples of above mentioned maxims:

1. Tact Maxim

) I'm curious about, how happen, did you always have such fabulous control on your face?

) What about other type of acting, do you like serious acting, what about serious acting?

2. Generosity Maxim

) You know, even though I have been able to use my body for comic effect for many years, for the sake of audience.

3. Approbation Maxim

) Mr. young has been very pleasant, character, actor

) You are good at performance, you can be a director.

4. Modesty Maxim

) I'm not good dancer, but I don't think I'm quiet live

4.7 Analysis and Interpretation of Interviews with Kiran Bedi

This interview was taken from one of the leading television station BBC. The interview was based in the production of Hard Talk with Kiran Bedi, Director General, and Indian police service on January 17, 2013. I analyzed the politeness principles in the following ways.

Table No: 6

Interview with Kiran Bedi

S.N	Maxims	Frequency	percentage
1	Tact maxim	15	39.47%
2	Generosity maxim	8	21.05%
3	Approbation maxim	9	23.68%
4	Modesty maxim	-	-
5	Sympathy maxim	-	-
6	Agreement maxim	6	15.78%
Total		38	100%

The above table shows that the Tact maxim was used maximum time than other maxims. The percentage of tact maxim was 39.47% in total frequencies of politeness maxims. Secondly Approbation maxim has been used in 23.68%, and then Generosity maxim has been used less than the two above mentioned maxims, here in this interview Agreement maxim was also found to be used which covered the 15.78% in comparison to other maxims. But other maxims were not used in this interview. If we describe this interview from the F.S.A. and F.T.A, We conclude that F.T.A was highly used, because some vindictive and straight forward languages were used mostly.

1. Tact Maxim

-) Just a few minutes sir, Can you explain me why the situation is going like that?
-) Could you tell me that system is fundamentally filling the women of your country?

2. Generosity Maxim

-) It shocks actually a every women who had been somehow harassed similarly related with it ,and she felt it could be her and every parent

could feel, it could be my daughter, I think every citizen of this country changed 24 channels it reached everywhere.

3 Agreement Maxim

) Yes is it the Indian police system has not been reformed since the Britain left India...

) That exactly what I'm trying to tell...

) Well such light promises have been made in the past too..

4. Approbation Maxim

) Having the suggestion which is going to make recommendation is being led by a very well reputed former chief justice of India Mr. Justice Berma.

) I had excellent leadership in my times, I had police commissioner, and we had very senior police officers.

4.8 Analysis and Interpretation of Hard Talk on BBC with Finance minister of Turkey Mehmet Simsek

This present interview was taken from BBC News which produced and developed by BBC. This interview was based on current violence and conflict in Turkey. It is the interview with Finance Minister of Turkey Mahmet Simsek on June, 2013.

Table No: 7

Mehmet Simsek on Hard Talk

S.N	Maxim	Frequency	Percentage
1	Tact maxim	15	62.5%
2	Generosity maxim	5	20.83%
3	Approbation maxim	-	-
4	Modesty maxim	-	-
5	Sympathy maxim	-	-
6	Agreement maxim	4	16.66
Total		24	100%

As above shows that Tact maxim has been used many times rather than other maxims. The total frequency of Tact maxim was 15, out of which 62.5% has been used. Here Generosity maxim was used in 20.83%. In this interview Agreement maxim also used, the total percentage of this maxim was 16.66. In fact AM, MM, SM, were not found to have been used in this interview.

Some of the examples of above maxims can be given in the following grounds:

1. Tact Maxim

) why you think people have been protesting, look at the way the government handle that, the security forces you know you have been criticized both inside Turkey and outside Turkey, Is point that yours?

2. Generosity Maxim

) Finance Minister Mehet Simsek welcome to the Hard Talk.

) Welcome to Hard talk, here in the Turkey Capital, my guess today is key member of the government the Finance Minister Mehmet Simsek.

3. Agreement Maxim

) Well that true, let me tell this would change the constitution...

4.9 Analysis an Interpretation of Hard Talks BBC

This present interview was derived from BBC. It was the interview with graphic novelist and writers Alan Moore on July, 2013.

Table No: 8

BBC Interview with Alan Moore

S.N	Maxims	Frequency	Percentage
1	Tact maxim	10	50%
2	Generosity maxim	6	30%
3	Approbation maxim	-	-
4	Modesty maxim	-	-
5	Sympathy maxim	-	-
6	Agreement maxim	4	20%
Total		20	100%

The above table shows that total number of Tact Maxim was 10, out of which 50% percent has been used. The total Percent of Generosity maxim was 30 in the interview. But Approbation, Modesty, Sympathy maxim were not used in this interview. Here in this interview 20 percent Agreement maxim has been used.

We can draw some of the examples of maxims on the following grounds:

1) Tact Maxim

) Three figures from children you called them the very sexually explicit scene in your book which you are thinking about you just trying to shock?

) Could you tell about girl in which you explored the sexual fantasy?

2) Generosity Maxim

) Allan Moore welcome to Hard Talk

) Alan Moore thank you very much for being on Hard Talk

3) Agreement Maxim

) Well it is interesting you used the word pornography because people do think to eradicate the word, pornography

) Well I'm trying to adopt from Mumbai, I actually enjoy..

10. Use of Politeness Principles in Hard Talk on BBC with Kishore

Mahoubani

The analysis and interpretation of present interview was based on Hard Talk produced by BBC. This was the talks with Kisore Mohobani, author and former diplomat .

Table No: 9

Politeness Maxims used in Hard Talk

S.N	Maxims	Frequency	percentage
1	Tact maxim	8	40%
2	Generosity maxim	4	20%
3	Approbation maxim	5	25%
4	Modesty maxim	-	-
5	Agreement maxim	3	15%
6	Sympathy maxim	-	-
Total		20	100%

As above table presents that, the total number of frequency was 20, out of which 40% Tact maxim was used, in total 8 frequencies. In similar way total number of Generosity maxim is 4 out of which 20% has been used. In this interview 25% Approbation maxim was found, but Agreement maxim was

rarely used in this interview. But Modesty, Sympathy maxim, was not found in this interview.

The following are some examples politeness maxims;

1) Tact Maxim

) You believe in democracy. You think ultimately thought of democratic practice in the west is the political system will apply as your phrase the great convergence?

2) Generosity Maxim

) Kishor Mahubani welcome to the Hard Talk

) Well, we have the end of the program Kishor Muhabani, thank you for being with Hard Talk.

3) Approbation Maxim

) Let me test your nation whether world is doing slightly different direction the message you delivered is more prosperous than ever before.

4) Agreement Maxim

) Well I completely agree with you, if rising nationalism need to wash if I'm wrong. If rising nationalism that not need to wash if I'm right.

4.11 Use of politeness Maxim in Hard Talk

This present analysis was based on interview with Paul Krugman Nobel prize winner in economy. It was conducted by BBC on 30-05-2012. It was about economic crises in the world.

Table No: 10

Hard Talks with Paul Krugmer

S.N	Maxims	Frequenc y	Percentage
1	Tact maxim	8	33%
2	Generosity maxim	9	37%
3	Approbation maxim	-	-
4	Modesty maxim	-	-
5	Agreement maxim	7	29
6	Sympathy maxim	-	-
Total		24	100%

As table shows that the total frequency of maxims was 24, out of which, Generosity maxim has been used most frequently than other maxims. The total frequency of Generosity maxim was 9, out of which 37% of total frequency was maintained. As we know, Tact maxim was commonly used in television interview, so here in this interview total frequency of Tact maxim was 8 out of which 33% of frequency was balanced. Here in this interview Agreement maxim was also used, so total number of Agreement maxim was 7 and 29% of total frequency was maintained.

we can have following examples of above mentioned maxims;

1) Tact Maxim

-) Can you really solve the problem of excessive death?
-) What you say in new book ends of this depression now, which is about way of doing it?

2) Generosity Maxim

-) Paul Krubman welcome to the Hard Talk..
-) Thank you very much.

) You have the problem very difficult problem is with car, we have political intellectual and not an economic problem.

3) Agreement Maxim

) Yes you can, the think to understand is the problem so much is overall level of the fact, right now everyone is trying to get from the death at sometimes.

4.12 Use of Politeness Maxims in Hard Talk with interim president of Egypt Mofasa Hegazy

The present Analysis and interpretation of Hard Talk on BBC was related to advisor to interim president of Egypt Mosafa Hegazy on august 22, 2013.

Table No: 11

Interim president of Egypt Mosafa Hegazy and his interview

S.N	Maxims	Frequency	Percentage
1	Tact Maxim	8	47%
2	Generosity maxim	5	29%
3	Approbation maxim	4	23%
4	Modesty maxim	-	-
5	Agreement maxim	-	-
6	Sympathy maxim	-	-
Total		17	100%

As shown in the given table, Tact maxim was used rather frequently than other maxims. The total frequency of Tact maxim was 8 out of which 47% has been used in the total frequency. Here in the table total frequency of Generosity maxim was 5, out of which 29% has been used. The total number of Approbation maxim was 4 out of which 23% of total frequency has been used in this interview.

1. Tact Maxim

) It couldn't be clear you said Muslim brotherhood Justice are in democratic, are you in democratic, are you now acquiring the view that your priminister who indicated the brotherhood should back?

2) Generosity Maxim

) Mofasa Hegazy, Welcome to Hard Talk.

) Sorry I interrupt you..

3) Approbation Maxim

) I think they don't agree with that respectful congress.

4.13 Use of Maxim in Hard Talk with Vendelin Shiva

The present analysis and interpretation of Hard Talk was based on environment campaigner of India, Vandena Shiva. I collected the frequency of maxims that were used in the interview.

Table No:12

Vadelina Shiva with BBC

S.N	Maxims	Frequency	percentage
1	Tact maxim	9	33.33%
2	Generosity maxim	16	59.25%
3	Approbation maxim	2	7.40%
4	Modesty maxim	-	-
5	Agreement maxim	-	-
6	Sympathy maxim	-	-
Total		27	100%

As above table shows that the total frequency of all maxims is 27 out of which 33.33% Tact maxim was used in 9 frequencies. The highest number of Generosity maxim was 16, out of which 59.25% has been used. And the lowest

number of frequency was 2, which represents Approbation maxim, so only 7.40% was used in total frequency.

The following are the some examples of maxims that were found in the interview.

1) Tact Maxim

) What you advocating, are you seriously saying that India should go back to famine?

) Your argument is that cotton is doubled other thing are suffered?

2) Generosity Maxim

) I had been spending last 25 years in the farm, In fact setting up the farm myself for research and conservation, measuring every output of every plot of land, sees how the ecological system is reduced, increased productivity.

3) Approbation Maxim

) No that is the whole issues, see that always been renewable resources in the farmers, they were the Bridger; they were the consumer they were respectful, and powerful.

4.14 Use of Maxims in Hard Talk with Guest Shah Rukh Khan

The present analysis and interpretation was related to one of the leading superstar of India shah Rukh Khan. This interview was uploaded in YouTube on Feb.16, 2010. The analysis and interpretation of this interview can be mentioned in the following ground.

Table No: 13

Shah Rukh Khan and his Interview

S.N	Maxims	Frequency	percentage
1	Tact maxim	4	36.36%
2	Generosity maxim	5	45.45%
3	Approbation maxim	-	-
4	Modesty maxim	-	-
5	Agreement maxim	2	18.18%
6	Sympathy maxim	-	-
Total		11	100%

The above table shows that, the number /frequency of Generosity maxim was 5, so out of which 45.45% Tact maxim was used in the interview. Secondly Tact maxim also used in this interview, so total frequency of Tact maxim was 4 out of which 36.36% has been used in this interview. Here in this interview only 18.18% Agreement maxim was used. Out of which only 2 times frequency was found to be used in this interview.

For the reliability of this research I have taken following examples:

1.) Tact Maxim

) I mean how do you react when you become clear, the effect carried out by Muslim extremist, you yourself are Muslim how that affect you?

2) Generosity Maxim

) Bollywood illusion and reality in India dream factory, we will be talking to Bollywood Star Shah Rukh Khan

) I was in New York actually with my director, mother, my wife and little son. And we would do an interview for the lunch of film.

4) Agreement Maxim

) obviously we haven't got to the political extra person ...

4.15 Lionel Shiver, Writer from Britain and her Interview on BBC

The present interview was related to the interview telecast from Hard Talk on BBC with Lionel Shiver one of the writers from Britain. Here in this interview, I have computed some of the maxims in the following ground.

Table No: 14

The Analysis and Interpretation of Interview of Lionel Shiver

S.N	Maxims	Frequency	percentage
1	Tact maxim	9	52.94%
2	Generosity maxim	6	35.29%
3	Approbation maxim	2	11.76%
3	Modesty maxim	-	-
4	Agreement maxim	-	-
5	Sympathy maxim	-	-
Total		17	100%

The above table shows that total frequency of Tact maxim, Generosity maxim , and Approbation maxim was 17 out of which Tact maxim was used 9 times, out of which that covered 52.94% of total maxim. Similarly the total percentage of generosity maxim was 35.29, which consisted the 6 times frequency. In turn Approbation maxim has been used fewer than other maxims, so the total percentage of Approbation maxim was 11.76%.

So from the above table, we can derive following examples:

1) Tact Maxim

) There was a reaction to its peoples looked your own life how can you know because you haven't any children, which is written

about in the latter version of this book. It is one of your failure you don't have children, you might not love children?

2) Generosity Maxim

) Thank you pleasure to be here

) Thank you very much for coming on Hard Talk.

3) Approbation Maxim

) I'm very happy with this because under fortunate many novelists have their books turned into film, which is recognizable.

4.16 Use of Maxims in Hard Talk

The present interview was also taken from BBC. I noticed the maxims and their occurrence we have the following examples in the given table.

Table No: 15

The Interview with Hillary Clinton

S.N	Maxims	Frequency	percentage
1	Tact maxim	5	31.25%
2	Generosity maxim	6	37.5%
3	Approbation maxim	3	18.75%
4	modesty maxim	-	-
5	Sympathy maxim	-	-
6	Agreement maxim	-	-
Total		16	100

Above table indicates that the total frequency was 16. In the table we have Generosity maxim is in the higher rank in comparison to other maxims. Similarly Tact maxim is 5, out of which 31.25% has been used in the interview. But Modesty maxim was bit lesser than other maxim in the interview, which covered only 12.5% in the whole interview. The total frequency of Approbation was 3 out of which 18.75%. But other maxims were silent in the interview.

We have following examples of maxims that are directly related to the interview.

1) Tact Maxim

) Do you believe that when you say this thing, most of American have sympathy with you, are you talking to very small number of peoples?

2) Generosity Maxim

) Welcome to Hard Talk...

3) Approbation Maxim

) You always been a democrats sometimes been sympathizes on Hillary Clinton

4) Modesty Maxim

) I'm not a good person for giving the splendid opinion.

4.17 A talented young cricketer Prithu Baskota and his interview in KTV

This present interview was taken from Kantipur Television. This interview is related to sport news. This interview was with a talented young cricketer Prithu Baskota.

Table No: 16

KTV Interview with Criketer and use of Politeness Maxims

S.N	Maxims	Frequency	Percentage
1	Tact maxim	5	27.77%
2	Generosity maxim	6	33.33%
3	Approbation maxim	4	22.22%
4	Modesty maxim	3	16.66%
5	Sympathy maxim	-	-
6	Agreement maxim	-	-
Total		18	100%

The above table shows that total frequencies of maxim was 18 out of which Generosity maxim has been used bit higher than other maxims. Here total percentage of Generosity maxim was 33.33%. Secondly the total frequency of Tact maxim was 5 out of which 27.77% has been used in this interview. We can see, Approbation maxim is common in every interview the total frequency of AM was 4, out of which 22.22% has been used. Here in this interview total frequency of Agreement maxim was 3, out of which 16.66% part of interview has been covered.

I have found the following examples of maxims:

1) Tact Maxim

) How did you recover from the injury?

) What did your reaction on missing the ICC word qualifiers?

How did you rate the opponents and which is the most challenging team for us?

1) Generosity Maxim

) Welcome to the sport news.

) Team spirit and team bonding are our strength. We support each other and that help us in all departments of game.

2) Approbation Maxim

) Congratulations on your comeback to the national side.

) The support from our fans has been great motivation for us.

4.18 Mahammad Nural Huda Prominent bard from Bangladesh and his interview in KTV

This interview was taken from Kantipur Television which was about the literature. The guest of this program was Muhammad Nurul Huda, the prominent bard from Bangladesh. This interview was taken on Friday, December 13, 2013.

Table No: 17

KTV Interview and use of different Maxims

S.N	Maxims	Frequency	Percentage
1	Tact maxim	3	18.75%
2	Generosity maxim	4	25%
3	Approbation maxim	9	56.25%
4	Agreement maxim	-	-
5	Modesty maxim	-	-
6	Sympathy maxim	-	-
Total		16	100%

As above table shows that altogether there was 16 frequencies, out of which Approbation maxim is at top point, which occupied 56.25% in total number of frequency. Secondly Generosity maxim was also powerful at the time which was 25% in the interview, but it was less powerful than Approbation maxim, that means interviewer and interviewee were busy to cost self, in order to benefit other. The Tact maxim which was also useful in the interview but it was used only 18.75% in total coverage. But in this interview, other maxims were silent.

We have following examples of Tact maxim derived from the interview:

1) Tact Maxim

) What inspired you to write poem?

) What do you have to say about the nation that poetry is a rich man hobby?

2) Generosity Maxim

) I have a lot of favorites, I hugely appreciate the works of william Blake, John keats, Robert Frost, TS Eliot, Baudelainre, Rimbaud, and Rike

3) Approbation Maxim

Poetry is often born out of crises,. I play a pivotal role in defining a nation when Bangladesh separated from Pakistan. It was the poets, writers and students who were at forefront of the rebellion.

4.19 Great linguist Noam Chomsky and his opinion in BBC

This preset interview was taken from world's leading Broadcast media BBC. The present interview was with one of many linguists, Noam Chomsky, who is pioneer of many theories. The following table shows the analysis and interpretation of politeness principles on the basis of different maxims. This interview was taken December 20, 201

Table No: 18

BBC Interview with Noam Chomsky

S.N	maxims	frequency	percentage
1	Tact maxim	6	28.57%
2	Generosity maxim	4	19.04%
3.	Approbation maxim	5	23%
4	modesty maxim	-	-
5	Agreement maxim	6	28.57%
6	Sympathy maxim	-	-
Total		21	100%

The above table shows that, the total frequency of maxim was 21. The Tact maxim has been used 6 times, out of which 28.57% found to have been used. Respectively Generosity maxim has occupied 19.04% out of which four times frequency could be seen. The Approbation maxim is common in every interview. Most of the interview minimize dispraise of other and maximize praise of other. The total number of approbation maxim was 5, out of which 23.80% has been used.

1) Tact Maxim

) Could I tell you if you want to listen me?

) It could be better if you tell me the definition of language in a systematic way?

2) Generosity Maxim

) What I have done about theory of language is for the objectivity and exhaustiveness of language.

3) Approbation Maxim

) You so wonderful, you propound so many theories related to language.

) We people appreciate you because you are good critique in politics, science.

4.20 Use of Politeness Maxim in NTV with Roshani Dhamala in Focus

The present interview was derived from Nepal television the program Focus.

The interview was conducted on Friday, December 13, 2013;

Table No: 19

Use of politeness Maxims in the program Focus

S.N	Maxims	Frequency	Percentage
1	Tact maxim	5	31.25%
2	Generosity maxim	2	12.5%
3	Approbation maxim	6	37.55
4	Modesty maxim	-	-
5	Agreement maxim	3	18.755
6	Sympathy maxim	-	
Total		16	100%

As above table shows that, total frequencies of all maxims was 16, here Approbation maxim is at high point in comparison to rest. The total frequency of Approbation maxim was 6, out of which, 37.5% coverage has been occupied. After that, Tact maxim was also used by the interviewee and interviewer, here 31.5% is the total use of Tact maxim, which was greater in number to the rest of maxim except Approbation maxim. I have also observed the use of Agreement maxim that was at the ratio of 18.75%. Generosity maxim was least powerful in the interview, which was only 12.5% out of two times frequency could be observed;

We have following examples that are derived from interview;

1) Tact Maxim

-) Could I interrupt you for a second, how is Nepal vulnerable to climate change impacts?
-) Peoples want to know about COP 19 the conference between negotiating parties on climate change, recently concluded in Warsaw, Poland. What is the major achievement of the conference?

2) Generosity Maxim

-) If you remain silent I would talk about climate change and an important agenda for global concern and discussion?

3) Approbation Maxim

-) Conference on negotiating climate change agreements has progressive and ground breaking.

4) Agreement Maxim

-) Yes, obviously true, Nepal is a country at the lap of Himalaya and glaciers are the primary source of Perennial River here.

4.21. Use of Politeness Maxim with Diana, Princes of Wales

The present analysis and interpretation of interview was concerned about Diana princes of Wales. This interview was produced by H.R.H. I observed the whole

interview and collected the following frequency and percentage of different maxims. This interview was conducted on December 10, 2002.

Table No: 20

Diana, Princes of Wales, and her interview with BBC

S.N	Maxims	Frequency	Percentage
1	Tact maxim	4	17.39%
2	Generosity maxim	3	13.04%
3	Approbation maxim	6	26.08%
4	Modesty maxim	2	8.69%
5	Sympathy maxim	-	-
6	Agreement maxim	8	34.78%
Total		23	100%

The above table shows that the total number of Frequency was 23. In this interview, Sympathy maxim was silent. In this interview, Agreement maxim was found to have been used at high point, the total number of Agreement maxim was 8, out of which 34.78% has been occupied in the interview. Secondly total number of Approbation maxim was 6, out of which 26.08% found to have been used. Respectively, Tact maxim also used in this interview, here total frequency of Tact maxim was 4, out of which 17.39% has been used. Respectively, the total frequency of Generosity maxim was 3, out of which only 13.04% Modesty maxim was found to have been used, here, It has 2 frequencies out of which 8.69% has been used.

1) Tact Maxim

-) I want to know about your experience, could you tell me, how was your relation with your husband?
-) Could I interrupt you for half a second what that thing? I wish to know about this..

2) Generosity Maxim

) Excuse me for moment, could I tell you that interesting event?

) Diana, you are heartily welcome you in this program.

3) Approbation Maxim

) You are so beautiful and wonderful everybody talks about your beauty what is your relation?

) I'm glad to see you again

4) Modesty Maxim

) I'm too stupid; I didn't make notice of peoples comments?

5) Agreement Maxim

) I'm obviously agreed with you.

) I have positive attitudes on peoples that they prefer.

1.4.22. Overall Analysis and Interpretation of Interviews

It is an overall conclusion of my analysis. It refers the computation of all maxims that derived from different television stations. It concludes the politeness ratio of different television interview;

Table No: 21**Overall Analysis of Interviews**

Types of politeness maxims	Name of television Stations							
	BBC		NTV		KTV		BBC+NTV+KTV	
	Freq.	Pr.	Freq.	Pr.	Freq.	Pr.	Avg. Freq.	Avg. Freq.
T.M	121	37.57	16	32.65	33	45.33	170	37.86
G.M	90	27.95	10	20.40	18	25	118	26.28
App. M	63	19.56	17	34.69	18	25	98	21.86
M.M	3	0.93	-	-	-	-	3	0.66
Ag. M	43	13.35	6	12.24	3	4.16	55	12.24
S.M	2	0.62	-	-	-	-	2	0.44
Total	322	100	49	100	72	100	449	100

The above table is the overall analysis of twenty interviews. The above table shows that BBC has used 322 times frequency of all maxims, NTV has got only 49 frequencies, and KTV has used 72 frequencies. So the average frequencies of all maxims from all stations are 449. The above table shows that T.M has occupied the maximum areas of the interviews. Secondly Generosity maxim is at higher point in comparison to other maxims. Thirdly Ag.M, has also used in all interviews. In turn, AM has also occupied some of the part of

interviews. But SM and MM were not used frequently; they were rare in most of the cases. So we come to the conclusion that, interviewers and interviewees used Face Saving Act rather than Face Threatening Act. It means, Negative politeness has occupied maximum times in interviews rather than positive politeness. So we can say that politeness is one of the determining factors, which is responsible part of interviews.

CHAPTER: FIVE

SUMMARY, CONCLUSION AND IMPLICATION

5.1 Summary

The present research deals with mass media consisting politeness principles used in television interview. Here, I tried to analyze and interpret on the basis of politeness maxims.

The first chapter deals background, statement of problem, rationale, objectives, hypothesis, significance, delimitation, and operational definitional of the key terms., Introductory phase consists the history of mass media, types of mass media, and definition of journalism, principles of modern journalism, and significance of electronic media.

The second chapter of this research focuses on review of related literature and conceptual framework with theoretical framework of mass media, where researcher addressed the communication theories and models as presented by Lass Wells Model, interaction model as proposed by Neural. In the conceptual part of this research focused on review of empirical literature and theoretical literature, data collection process, data collection tools, analysis and interpretation of interviews decision on sample, and data tabulation process.

The third chapter of this research deals with survey research design, and its procedures and field/area, with broadcast media and print media. In the phase of sampling procedures researcher focused on the purposive sampling in order to get reliable data. In data information and collection procedures, researcher collected twenty interviews taken from BBC, KTV, NTV, with minute observation in terms of maxims that gave me insight to analyze and interpret data.

In case of data analysis and interpretation procedure, I used largely qualitative approach being focused on frequency and percentage in order to give the valid information.

From the analysis and interpretation of collected data, as I come to the conclusion that, there were high use of Tact maxim, generosity maxims approbation maxims respectively in comparison to other maxims.

5.2 Conclusion

From the analysis and interpretation of interview, we come to the conclusion that, Tact maxim was massively used. The total frequencies of Tact maxim was 170 out of 449 frequencies of all maxims. Secondly Generosity maxim was occupied 118 frequencies (i.e.26.28%) Approbation maxim was also occupied 21.86% out of total frequencies. But here in the analysis, Sympathy maxim, and Modesty maxim were not found to have been used at higher rate; however they were also occupied some part of interview. As we know that, Agreement maxim was found to have been used in interview, total frequencies of Agreement maxim was 43, out of which 13.35% area of interview was occupied.

5.3 Implications

The present research," Language used in Television Interview "was conducted on the basis of different interviews with the view of politeness principles. This research is qualitative in nature, however, which is exhaustive, and objective in its analysis and interpretation. I hope it may help in the following area;

5.3.1 Policy Level

- Television is one of the leading areas of communication; this research will provide information to those who are engaging in journalism.
- It has been recommended for interviewers, syllabus designer, and people who are working in the field of Mass media and Mass communication.

- It will be beneficial for various television stations as to facilitate the interviewers.

5.3.2 Practice Level

- This research helps the researchers to carry out the research on different topics in Mass media.
- This research guides the television journalist in order to eradicate misconception about dealing with interviews.
- This research may help the journalist to be systematic, polite.
- The researcher has found that, politeness principles are the core elements of interviews. So it is recommended that the students of mass communication and journalism and the students of the English language in general should be informed of this fact.

5.3.3 Further Research

- This research will be helpful for the researchers who undertake the research in this area.
- It will be supplementary material for the researchers.
- It will be helpful for literature review for the researchers.
- It will motivate the students to carry out the research in this field.