Politeness Strategies in Public Discourse in Managing Face in; Sensitive and Personal Topics on "The View"

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Abstrak

Latar belakang: Penelitian ini mengeksplorasi penggunaan strategi kesantunan dalam acara bincang-bincang populer Amerika, "The View", dengan menggunakan teori Kesantunan dari Brown dan Levinson (1987). **Tujuan**: Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis bagaimana pembawa acara dan narasumber menggunakan strategi kesantunan, yaitu bald on-record, kesantunan positif, kesantunan negatif, dan off-record untuk mengelola tindakan yang berpotensi mengancam muka (face-threatening acts / FTA) dalam wacana publik. **Metode**: Melalui analisis kualitatif terhadap beberapa episode terpilih yang menampilkan debat politik dan wawancara selebritas, studi ini mengungkap bahwa penerapan kesantunan bersifat kontekstual, bergantung pada topik, pembicara, dan dinamika sosial. Strategi bald on-record sering digunakan dalam diskusi yang sarat emosi atau sensitif secara politik untuk menunjukkan ketegasan. **Hasil**: Kesantunan positif digunakan untuk membangun solidaritas dan keakraban dalam percakapan yang ringan dan bersifat personal, sedangkan kesantunan negatif diterapkan untuk menunjukkan rasa hormat dan menghindari pemaksaan dalam situasi yang melibatkan permintaan. Strategi off-record, seperti sarkasme dan sindiran tidak langsung, berfungsi untuk mengurangi konfrontasi langsung dan memberikan kelonggaran dalam penafsiran. **Kesimpulan**: Temuan penelitian ini menyatakan bahwa kesantunan dalam acara "The View" tidak hanya berfungsi sebagai sarana menjaga keharmonisan interpersonal, tetapi juga sebagai strategi retoris untuk menyeimbangkan kejujuran, persuasi, dan hiburan dalam forum publik.

Kata kunci: manajemen muka, strategi kesantunan, wacana publik, "The View"

Politeness Strategies in Public Discourse in Managing Face in Sensitive and Personal Topics on "The View"

Abstract

Background: This study explores the use of politeness strategies in the popular American talk show, The View, using Brown and Levinson's (1987) Politeness theory. Objectives: This study aims to identify and analyze how hosts and interviewees use politeness strategies, namely bald on-record, positive politeness, negative politeness, and off-record to manage face-threatening acts (FTAs) in public discourse. Method: By conducting a qualitative analysis of selected episodes featuring political debates and celebrity

interviews, this study reveals that politeness is contextually adapted based on the topic, speaker, and social dynamics. On-record bald strategies are often used in emotionally charged or politically sensitive discussions to convey assertiveness. **Result**: Positive politeness builds solidarity and rapport during lighter and more personal conversations, while negative politeness is used to show respect and avoid coercion in situations involving requests. Off-record strategies, such as sarcasm and indirect hints, serve to reduce direct confrontation and allow for flexibility of interpretation. **Conclusion**: The findings highlight that politeness in "The View" serves not only as a tool to maintain interpersonal harmony, but also as a rhetorical strategy to balance honesty, persuasion, and entertainment in a public forum.

Keywords: face management, politeness strategies, public discourse, "The View"

INTRODUCTION

Over the past decades, public discourse research has become increasingly important in linguistics and communication science. People are exposed to an ever greater extent to mass media and social media carrying various forms of verbal interaction in public life. One of the impressive aspects of such interactions is the manner in which speakers maintain face and politeness while offering opinions, especially where the matter in question is contentious, delicate, or entails personal interest. Politeness in this context, besides being a linguistic device, is also a social tool for managing interpersonal relationships and facilitating harmony during interaction. Recent studies, such as (Sholikhah et al, 2025) and (Indahsari & Surjowati, 2021), support the relevance of politeness theory in analyzing contemporary public discourse, particularly in digital and media-driven interactions.

One of the most interesting settings to analyze in this sense is the television program "The View", a live US daytime television talk show. The program is perhaps most widely recognized for debating current affairs in an open and honest way, ranging from politics and social issues to celebrity culture and popular trends. The program features live debate among hosts with very different backgrounds, views, and ideologies. This creates complex interaction dynamics, especially when sensitive or emotive topics are being discussed. For such scenarios, politeness strategies become highly pertinent to facilitate ongoing and quality communication. Research by (Selfia & Marlina, n.d.) has shown that televised panel discussions offer fertile ground for observing the nuanced use of politeness strategies in managing disagreement and interpersonal harmony.

This study aims to examine how politeness strategies are used by "The View" hosts in maintaining face and airing opinions politely in discourse on

contentious or sensitive topics. This study investigates the use of language as a tool for managing the risk of conflict, building solidarity, and maintaining the harmony of interactions in the public domain. Additionally, this study also explores how these strategies present the conflict between individual expression and the social needs of the wider audience viewing the program. A recent study by (Rakhmawati & Sulistyorini, 2021) affirms the importance of facework in media communication, emphasizing how politeness strategies in televised speech serve to bridge individual and public values.

The present study applies (Brown et al., 1987) politeness theory framework, which remains among the most highly regarded in the pragmatics and interpersonal communication literature. Within this framework, politeness is understood as a set of strategies that speakers use to reduce the force of potentially face-threatening acts (FTAs). The theory distinguishes between positive face, the desire to be liked and accepted, and negative face, the desire for autonomy and freedom from imposition. In public debates like those on The View, face threats can influence not only the interlocutor but also public perception of the speaker. A study by (Indahsari & Surjowati, 2021) demonstrates the contemporary relevance of Brown and Levinson's model in media contexts, showing how face management helps mitigate conflict in dialogic settings.

Brown and Levinson identify several commonly used politeness strategies. These include: (1) positive politeness, such as showing solidarity or appreciation; (2) negative politeness, like hedging or softening impositions; (3) off-record strategies, such as hints or ambiguity; and (4) bald on-record strategies, which are direct expressions without mitigation, usually found in urgent or informal contexts. (Leech & Geoffrey N, 1983) also emphasizes politeness in his Politeness Principle, encouraging the minimization of impolite forms and maximization of polite expressions to promote mutual respect. (Holmes & Janet, 1995) adds that politeness is not only about mitigating speech but also about fostering social cohesion and solidarity. More recently, (Rakhmawati & Sulistyorini, 2021) illustrated how media discourse consistently employs these strategies to balance directness and diplomacy, particularly in high-stakes conversations.

These three theoretical approaches are relevant to understanding how communication is carried out in a popular media context such as The View, where the hosts represent not only themselves but also the media institution and broader public expectations. They are expected to express their opinions in a firm yet polite manner, maintain a healthy discussion dynamic, and avoid open conflict that could damage the reputation of the show or the individuals involved.

This makes "The View"an ideal channel for examining how politeness is both a personal and professional performance, where spontaneous conversations must balance sincerity, sensitivity, and strategic image management. The unscripted and interactive nature of the show offers a rich linguistic environment for observing real-time use of politeness strategies that respond to shifting topics, guest personalities, and social controversies. As highlighted by (Indahsari & Surjowati, 2021), media talk shows serve as public arenas where politeness is not only about avoiding offense but about managing alignment, power, and social face in front of a watching audience.

In these discussions, the hosts—Whoopi Goldberg, Joy Behar, Sara Haines, and guest contributors like Wanda Sykes and Amber Ruffin—exhibit various politeness strategies worth analyzing. They often use smoothing expressions, such as "I think" and "maybe," hedges, such as "I don't want to be rude, but…," and humor to reduce the potential for offense. Humor in particular plays a significant role in defusing tension and maintaining a positive tone, even amid sensitive debates. Research by (Selfia & Marlina, n.d.) highlights humor as a powerful politeness tool in media, aiding in maintaining speaker credibility while diffusing conflict.

The public nature of "The View"adds its own complexity. Unlike private speech, public discourse is shaped by audience expectations, media constraints, and broader social norms. (Holmes & Janet, 1995) notes that politeness in public discourse is a complex negotiation involving speaker stance, topic sensitivity, and alignment with audience values. The ability of the hosts to manage these layers of expectation demonstrates the strategic and performative nature of politeness in broadcast media. As noted by (Rakhmawati & Sulistyorini, 2021), televised conversations often reflect larger sociopragmatic frameworks in which speakers must align with collective norms while asserting personal viewpoints.

This study is therefore guided by two main objectives. First, to identify the types of politeness strategies used by "The View"hosts when discussing sensitive or personal topics. Second, to analyze how these strategies help them manage face and maintain respectful, engaging conversations in a public setting. Using (Brown et al., 1987) framework, this study aims to uncover the linguistic mechanisms that support polite public discourse. In addition, drawing on the contributions of (Leech & Geoffrey N, 1983) and (Holmes & Janet, 1995), the study underscores that politeness is not only a form of linguistic politeness but also a central instrument in managing identity and maintaining social relationships in public discourse.

Politeness strategies are most crucial in uncovering how individuals navigate complex social interaction, especially public conversation. (Brown et al., 1987) seminal work, Politeness: Some Universals in Language Usage, offers a model that divides politeness strategies into four types: positive politeness, negative politeness, off-record strategies, and bald on-record strategies. Positive politeness aims at rapport building and solidarity expression, whereas negative politeness attempts to respect the listener's desire for autonomy. Off-record strategies require indirectness so as not to impose, whereas bald on-record strategies are blunt and direct and tend to be employed where directness is desired over politeness.

(Leech & Geoffrey N, 1983) Principles of Pragmatics is complemented by the model with the addition of the Politeness Principle, which contains maxims such as tact, generosity, approbation, modesty, agreement, and sympathy. These maxims assist interlocutors in softening face-threatening acts and making communication flow smoothly. Leech's model emphasizes the function of context in the interpretation of politeness, with an implication that politeness may vary in different social and cultural contexts.

(Holmes & Janet, 1995), Women, Men and Politeness, is concerned with the relationship between gender and politeness and concludes that women use more polite forms and strategies than men, often in order to maintain social harmony and relationships. This is most evident in the study of talk shows like The View, where female hosts debate topics of contention whilst negotiating assertiveness and politeness.

Several studies have applied pragmatic theoretical models to analyze politeness strategies in media communication, particularly in podcasts. Adelia and Suhartono (2021) examined forms of linguistic politeness and impoliteness in Deddy Corbuzier's podcast episode "Nadiem Makarim Ujian Nasional Itu Diskriminasi." Using a qualitative descriptive design, they collected utterances through listening, tapping, conversational observation, and note-taking, followed by transcription, classification, coding, and interpretation. Their findings show that both polite and impolite expressions appear throughout the interaction. Similarly, research by Disastri and Isror Alfarobby (2023) explored Brown and Levinson's politeness strategies in the Meaningful Conversation Podcast and discussed their relevance for junior high school Indonesian language teaching. Through listening, recording, and coding techniques, the study identified the use of positive politeness, negative politeness, on-record, and off-record strategies, as well as an additional pattern combining two politeness techniques within a single utterance.

More recent research by Helmaliya et al. (2024) analyzed adherence to and violations of politeness in the "Close The Door" podcast episode featuring Ivan Gunawan and Deddy Corbuzier, using a cyberpragmatic perspective. Employing documentation, observation, and note-taking, and following Miles, Huberman, and Saldana's analytic stages, the study found frequent politeness violations shaped by digital interaction dynamicsform of jokes that lack respect for conversation partners and the use of vulgar language, reflecting a lack of attention to language politeness.

From previous studies, (Adelia & Suhartono, 2021) used the concept of politeness from Leech (2015: 206),(Disastri & Isror Alfarobby, 2023) used the concept of politeness from (Brown et al., 1987), and (Helmaliya et al., 2024) used the concept of politeness from Leech (2004). The similarity of all previous studies lies in how politeness strategies are used to manage face and maintain politeness in sensitive and open situations. The difference is shown in the object of study and the context: previous studies focused on Indonesian podcast media and language use in a local context, this study examines the American television broadcast "The View" with a cultural context and more complex and real-time interaction dynamics.

In line with these studies, the current research examines the deployment of politeness strategies by "The View"hosts while discussing sensitive and intimate topics. Drawing on (Brown et al., 1987) theory of politeness, this study aims to find out the specific strategies employed in managing face and facilitating respectful conversation. In addition, applying (Leech & Geoffrey N, 1983) Politeness Principle and (Holmes & Janet, 1995) conceptualization of gendered communication, the research seeks to understand how such strategies work within the particular context of televised public discourse.

METHODS
This research uses a qualitative descriptive approach, which aims to describe and interpret social phenomena based on naturally obtained data. According to Sugiyono (2016), the purpose of descriptive qualitative research is to solve the problem being studied by describing the state of the subject or object (Helmaliya et al., 2024). The qualitative method was chosen because the focus of this research is not on statistical measurement, but on the interpretation of the meaning behind the speech of the hosts of "The View"when discussing sensitive and personal issues.

The data source in this study is an American television programme called ""The View"Full Broadcast"

(https://youtu.be/p1QXb5utNgU?si=AKfXNbzZvdekKlet), a talk show that airs every day with different backgrounds. "The View"was chosen as the object because it features open discussions on political, social, and personal issues that often involve sharp differences of opinion between the host and the guest. In addition, since the show is live and watched by millions of viewers, every utterance delivered has social weight and potential face-threatening acts, which makes politeness strategy an important aspect in maintaining effective communication.

The data in this study were taken from the episode '"The View"Full Broadcast – 26 May 2025'. The data are categorized in the form of words, phrases, and sentences that contain politeness strategies such as positive, negative, off-record, and bald on-record politeness based on (Brown et al., 1987) theory. The data selection was done purposively, choosing episodes that showed intense debates between the hosts and guest. According to (Sugiyono, 2019), purposive sampling is effectively used in qualitative research because it considers the specific objectives and context of the research (Putri Helmaliya et al., n.d.) The sections analysed include: (1) Trumps Redesign Of Oval Office And Rose Garden, (2) "The View"Honors Educator Marva Collins This Womeris History Month, (3) Paltrow: I See Women As Friends Not Foes, (4) Bill Burr Talks Broadway Debut And His New Special, Drop Dead Years, (5) Bill Burr Has Beef With Politicians And Nerds, serta (6) David Blaine Explores Magic Across The World In David Blaine: Do Not Attempt.

The data analysis technique used was content analysis. (Bengtsson, 2016) explains that the purpose of content analysis technique is to organize and elicit meaning from the data collected and to draw realistic conclusions from it (Duwila, 2023). The analysis was conducted through several steps. First, the researcher transcribed the episodes that had been selected. Second, the researcher identified the utterances that contained elements of politeness based on the theory of (Brown et al., 1987; Leech & Geoffrey N, 1983). Third, we categorized the politeness strategies into four main types (positive, negative, off-record, and bald on-record). Fourth, we interpreted the context of the speech to understand the function of these strategies in maintaining social relations between the host and the guest. Lastly, the researcher draws conclusions about the patterns of politeness strategy use and how these strategies are influenced by gender factors and interaction dynamics in television media.

FINDINGS

In the analysis of the episode ""The View"Full Broadcast - May 26, 2025", the researcher identified various forms of politeness strategies used by the hosts to manage face, maintain interaction harmony, and express opinions in sensitive or personal contexts. The findings were categorized based on four types of politeness strategies according to (Brown et al., 1987): positive politeness, negative

politeness, off-record, and bald on-record. Each data is analyzed based on the context of the utterance, the strategy used, and the social purpose of the strategy.

Tabel 1 Classification of Politeness Strategy Entitled Trumps Redesign Of Oval Office And Rose Garden

Name	Minute	Transcript	Strategy			
			BOR	PP	NP	OR
Joy	1:59	whoopi is off today. i'm sorry.			NP	
Joy	3:25	forget the nuclear button, i…				OR
Sunny	3:55	good one		PP		
Alyssa	4:44	this is classic trump	BOR			
Alyssa	5:24	i don't think he has a lot of self-awareness.	BOR			
Joy	5:31	they're losing money, their jobs, might lose their social security and he's gilding…	BOR			

On this topic, most of the strategies used are bald on-record (BOR), especially for direct criticism of public figures. This pattern shows a straightforward, no-nonsense communication style. Meanwhile, off-record is used when conveying sarcasm indirectly, and positive politeness appears in the form of compliments to strengthen social relations.

In the first topic, which discusses criticism of former President Donald Trump, the dominant strategy is bald on-record. An example is found in Joy's quote at 5:31: "they're losing money, their jobs, might lose their social security and he's gilding…", where criticism is delivered directly without mitigation or attempts to defend the face of the criticized party. The bald on-record strategy is usually used when the speaker feels urgency or high self-confidence, as well as in situations where social relations have been established or assertiveness is required (Brown et al., 1987). This finding is in line with the research of (Haryanto et al., 2024), who found that in political discussions, speakers are more likely to use the bald on-record strategy to convey opinions firmly and unambiguously. However, off-record forms such as sarcasm or irony also appear, for example in Joy's statement at minute 3:25: "forget the nuclear button, i...". This strategy implies criticism without explicitly stating it.

Tabel 2 Classification of Politeness Strategy Entitled "The View"Honors Educator Marva Collins This Womeris History Month

Name	Minute	Transcript	Strategy			
			BOR	PP	NP	OR
Joy	8:56	the most beautiful gwyneth paltrow		PP		
Joy	9:54	i like my hair like that		PP		
Joy	11:27	they call them mean girls. they don't have mean boys.	BOR			

Note: (BOR: Bald on-record, PP: Positive Politeness, NP: Negative Politeness, OR: Off-record)

In this topic, positive politeness is used to give compliments and create a warm atmosphere. Although bald on-record reappears when conveying explicit social criticism, reflecting strong and direct opinions without disguising it.

The second topic shows the dominance of positive politeness, such as complimenting celebrities. For example, Joy states at 8:56: "the most beautiful gwyneth paltrow", and at 9:54: "i like my hair like that". These strategies reinforce social closeness and show solidarity between participants, as well as maintaining the harmony of the public discussion. Positive politeness strategies are common in talk shows as a form of maintaining self-image, especially when discussing light topics or popular culture (Holmes & Janet, 1995). Ellen and Corden (2021) also found that talk show hosts such as James Corden often use this strategy to build positive relationships with guests and the audience. However, Joy also still uses bald on-record in social criticism: "they call them mean girls. they don't have mean boys." (11:27). This shows that even though the celebrity topic seems light, the speaker can still insert sharp social criticism, supporting (Leech & Geoffrey N, 1983) idea that politeness strategies can shift according to the intention and social context of the conversation.

Tabel 3 classification of politeness strategy Entitled Paltrow: I See Women As Friends Not Foes

Name	Minute	Transcript	Strategy			
			BOR	PP	NP	OR
Alyssa	16:35	your new standup is amazing.		PP		
Sunny	18:48	you're one of my favorites right now		PP		

Bill	19:18	no, i'm not okay.	BOR
Joy	20:31	we're going to have more with bill burr when we come back, so don't go anywhere	BOR

Note: (BOR: Bald on-record, PP: Positive Politeness, NP: Negative Politeness, OR: Off-record)

In this segment, the positive politeness strategy dominates with compliments and reinforcement of social relationships. However, bald on-record appears when discussing feelings directly and giving firm directions, signaling honesty.

In Topics 3 and 4, there is more use of positive strategies in the form of compliments and acknowledgments. For example, "your new standup is amazing" (16:35) and "you're one of my favorites right now" (18:48) are used to build rapport with the guest (comedian Bill Burr). On the other hand, statements like "no, i'm not okay." (19:18) are BOR strategies, expressing honesty and emotional firmness. This is reinforced by recent research by (Haryanto et al., 2024), which shows that the OR strategy is often chosen in politically sensitive discussions because it allows speakers to express disagreement without explicitly threatening others' face.

Tabel 4 Classification of Politeness Strategy Entitled Bill Burr Has Beef With Politicians And Nerds

Name	Minute	Transcript	Strategy			
			BOR	PP	NP	OR
Bill	21:58	they don't have they concern for it and they're going to move on to the next earth				OR
Bill	22:05	everybody is going to be standing down here with your blue and red ties				OR
Joy	23:13	that's a good point.		PP		

Note: (BOR: Bald on-record, PP: Positive Politeness, NP: Negative Politeness, OR: Off-record)

In this segment, Bill uses off-record to convey social criticism in a humorous and sarcastic style, creating ambiguity. Joy responds with positive politeness, affirming agreement to maintain a positive relationship and supporting the other person's statement.

The off-record (OR) strategy is also seen in Bill Burr's criticism of the tech elite and political division: "they don't have concern for it..." (21:58) and "everybody is going to be standing down here..." (22:05). OR is used to convey criticism implicitly and leave interpretation open. This supports findings from (Leech & Geoffrey N, 1983), who stated that the off-record strategy is often used when speakers want to avoid direct responsibility for potentially offensive statements.

This is reinforced by recent research by (Haryanto et al., 2024), which shows that the OR strategy is often chosen in politically sensitive discussions because it allows speakers to express disagreement without explicitly threatening others' face.

Tabel 5 Classification of Politeness Strategy Entitled David Blaine Explores Magic Across The World In David Blaine: Do Not Attempt

Name	Minute	Transcript	BOR	PP	NP	OR
Sara	25:45			PP		
David	25:45	do you want to take the deck?			NP	
Sara	25:56	does it matter if you see it?			NP	
David	26:07	can you write your name big on the card?			NP	
David	30:19	i'm sorry			NP	
Alyssa	31:18	oh sorry brian			NP	
Joy	32:55	brian, i have new respect for you		PP		
Bill	33:22	open. see inside	BOR			
Bill	34:41	i'm going to apologize up front.			NP	
Bill	34:47	thank you so much, brian. that was crazy.		PP		
Sara	35:15	look under your seats right now	BOR			

Note: (BOR: Bald on-record, PP: Positive Politeness, NP: Negative Politeness, OR: Off-record)

This segment reflects polite and collaborative interactions. Negative politeness dominates when conveying requests and apologies, showing respect for the participants. Positive politeness is used in the form of compliments and thanks, while bald on-record appears in the form of explicit instructions, which are appropriate in the context of the show.

The fifth topic containing the magic demonstration involved negative politeness strategies, such as polite requests and requests for permission. David and Sara use the interrogative form several times such as "do you want to take the deck?" (25:45), or "can you write your name big on the card?" (26:07). This shows a reluctance to impose one's will and to remain polite. According to (Brown et al., 1987), the negative politeness strategy is used when the speaker realizes a potential interference with the speech partner's freedom of action. This strategy is common in the context of live demonstrations or instructional interactions, where active participation is required while maintaining respect.

In contrast, bald on-record strategies also appear, such as direct commands: "open. see inside" (33:22) and "look under your seats right now" (35:15). This is understandable because in the context of performance, clear commands speed up the flow of events. As Ellen & Corden (2021) point out, bald on-record strategies are often used in interactions geared towards direct action, especially when social relationships have been sufficiently established. Positive politeness strategies such as compliments also reinforce a positive atmosphere, for example: "thank you so much, brian. that was crazy." (34:47), which shows admiration and solidarity. This is in line with (Leech & Geoffrey N, 1983) idea of the maxim of praise in polite communication.

DISCUSSION

The discussion about former President Donald Trump mainly uses the bald on-record strategy. This strategy shows direct criticism without any attempt to soften the message. Joy's statement at 5:31, "they're losing money, their jobs, might lose their social security and he's gilding...," is a clear example. It shows confidence and urgency in expressing criticism. Brown et al. (1987) explain that speakers use this strategy when they want to sound firm and assertive. Some off-record strategies also appear, such as sarcasm in Joy's line at 3:25: "forget the nuclear button, i...," which criticizes indirectly. Positive politeness is also used to create a friendly tone, but bald on-record reappears when direct criticism is needed. This mix of strategies reflects a balance between honesty and maintaining relationships.

The next topics focus more on positive politeness, especially when talking about celebrities and light entertainment. Joy uses compliments like "the most beautiful gwyneth paltrow" and "i like my hair like that" to build warmth and connection. Holmes and Janet (1995) say this kind of politeness helps maintain social harmony. However, Joy sometimes returns to direct criticism, as in "they call them mean girls. they don't have mean boys." This shows that even in friendly topics, social critique can appear. Bill Burr's use of humor and sarcasm also reflects the off-record strategy, which hides criticism behind jokes. During the magic demonstration, negative politeness and direct commands like "look under your seats right now" are used to manage interaction respectfully but efficiently. Overall, these examples show how speakers adjust politeness strategies depending on the topic and purpose of the conversation.

CONCLUSION

In line with the previous analysis, this study concludes that the use of politeness strategies in The View podcast reflects the dynamic interaction between individual expression, public discourse norms, and the need to maintain social harmony in the face of potential face-threatening acts (FTAs). The hosts and interviewees consistently use various politeness strategies such as bald on-record, positive politeness, negative politeness, and off-record to convey opinions, criticize sensitive issues, and interact with guests in a respectful manner. Positive politeness strategies are more often used in contexts that demand familiarity and emotional support, such as when talking to guests like Bill Burr and David Blaine. Meanwhile, negative politeness appears in situations that require respect or when making requests, such as in magic segments that involve instructions or invitations.

Off-record strategies, including sarcasm or metaphors, are commonly used when conveying direct criticism or controversial views, especially in political discussions. This is seen in Joy and Alyssa's blunt criticism of Donald Trump. Although this strategy risks offending the interlocutor, the direct style of delivery can add originality and credibility in public discourse. The use of this strategy shows that politeness in The View is not just a decoration of language, but an important tool in managing identity, maintaining social relations, and negotiating conflicts directly. The choice of strategy is highly context-dependent and reflects speakers' awareness of power dynamics, social roles, and public expectations.

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