

**ETHNOGRAPHY OF COMMUNICATION IN FACE THE
NATION TALK SHOW : *EDWARD SNOWDEN CASES***

A JOURNAL ARTICLE

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ABSTRACT

*This thesis is entitled *Ethnography of Communication in face the Nation talk show: Edward Snowden cases*. This thesis is aimed to find the elements of ethnography of communication in the talk show among Major Garrett (host/interviewer), Michael Hayden, Jesselyn Radack, Thomas Drake, Barton Gellman, James Fallows, Laura Sydell, Seth Fletcher, and Jeffrey Kluger, (guest star/interviewee). In collecting the data, the researcher used two stages. First, the researcher searched the data on talk show face the nation transcript. Second, the researcher downloaded the data on [http://www.cbsnews.com/news/face-the-nation-transcripts - december- 29-2013- hayden- drake- radack- gellman/](http://www.cbsnews.com/news/face-the-nation-transcripts-december-29-2013-hayden-drake-radack-gellman/). The elements of ethnography of communication are setting and scene, participant, end, act sequence, key, instrument, norm and genre. First is setting of time and place, setting time is at morning and setting place is in the studio. Scene of the talk show focuses on Edward Snowden cases (supporting of tool the case happen). The end of this talk show aims to explain about bad and good effect of advancement technology, especially internet technology. Internet technologies have many functions and benefits. Functions of internet technologies are social media, data base, business and etc, in the discussion of each participants dominantly explain bad effect of internet technology, such as privacy or personal data can be known by other people then the data to wrong use and so on. Fourth is act sequence, the act sequence is divided into three parts, opening stage, middle stage and closing stage. Fifth is key, the key of the talk show is serious. Sixth is instrument, the instrument is spoken language. Seventh is norm, the norm uses positive politeness, because there is social status between the speakers and the relationship is not intimate. The last is genre, the genre of the talk show is divided into three stages, they are: social function, the social function in the talk show is how to system program security work or uses, schematic structures (opening stage, middle stage, closing stage), and linguistic features (the use of present tense and past tense).*

Key words: *Ethnography of Communication, Communication, Talk Show*

Introduction

Communication is very important. Because communication is the only one way to interact Communication and communicate each other. The Communication uses language as a tool to communicate, It plays an important role in life, because all people use language to communicate with each other. As a function of language, communication is defined as a process of transferring and exchanging ideas, information from one person to others in order to get feedback as the result of the communication itself because it is the way to social works. To be able to interact, somebody needs to have communicative competence because communicative

competence something ability to use the language of everyday life in real situation such as to warn, to express, to show his messages of ideas, to wishes, and event to know when to be silent.

Communication is very important for people in their life to interact, because every person needs communicate to others everywhere. People communication is influenced by culture in the society. The culture can be seen from the way the people communicate with others. Language culture of society is required by people to make harmony life. It must be shown to recognize people character and still relates with culture. Culture is made and respected by the society, while society needs culture as characteristic of civilization.

Ethnography of communication seeks to discover how communication (including, but not limit to, language use) is culturally organized. The ethnography of communication focuses the life of problems on a certain community or ethnic, for instance: religions, customs and traditions, fine and languages, etc, and ethnography is a method to study a way of life of people which is different.

“the ethnography of communication examines speech events within the social and cultural context in which they occur and in particular examines patters of language used in specific group, community, institution, and societies. A particular feature of ethnography of communication is that is has been discourse-centred since inception.” (Sherzen in Paltrige, (2000:61)).

In linguistics, the study calls ethnography of communication is a study that learns communicative competence in a society relates with culture inside. The ethnography of communication can be developed, because it tells about a language that is influenced by culture. It can be seen from people as the user of language. The ethnography of communication can show a character in each person and it can show where the person is. It can happen in the society daily life , because people use language to communicate. Communication is the important thing to do interaction to other people.

The researcher chooses “Face the Nation” on CBS News episode Edward Snowden cases, because the researcher interested in analyzing the utterances or the topic discuss which are used by Major Garrett as an host and eight interviewee that are Thomas Drake, Jesselyn Radack, Barton Gellman, Jeffrey Kluger, James Fallows, Laura Sydell, Seth Fletcher. in the program talk show and also wants to know what messages will be conveyed to the people in whole the world concern wisdom the topic.

The reason for the analysis of the casual conversation by using the ethnography of communication is to find out the aspects of ethnography of communication according to Dell Hymes’ theory: setting and scene, participants, end, act sequence, key, instrumentality, norms, and genre. An ethnographic research in conversation seeks to describe the meanings of central themes in the life word of the subjects. The main task in conversation is to understand the meaning of what the participants say.

The ethnography of communication aims at describing the form and functions of verbal and non- verbal communicative behavior in particular cultural or social setting. Ethnography of communication is based on the premise, that the meaning of an utterance can be understood only in relation to the speech event‘ or communicative event‘ in which it embedded. Formal descriptions in the ethnography of communication focus on linguistic units above the sentences and the character of such communicative events, i.e., speech situation (e.g. ceremonies), speech event (e.g. greetings, compliments) is culturally determined. Studying ethnography can give more knowledge of other aspects of culture, communicative situations and event of the organization. In the ethnographic research, there are several kinds of speech event: talk show, debate, ceremony, news, gossip, interview, etc.

Talk show is a television program that takes place in the studio. A talk show usually talks about various topics, they are light topic and heavy topic, light topic such as gossip or issues, and heavy topic such as politics, government official scandals. In talk show program consisting host and guest star, or participant.

Method

This method includes: research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

➤ Research Design

In this study, the researcher used qualitative descriptive method. Isaac and Michael (1987: 42) state that the purpose of descriptive method is to describe systematically situation or area of interest factually and accurately, used descriptive qualitative method because the data cannot be counted by the numbers but it is only based on the quality of the presidential debate. Then, not to compare and identify relations between two variables or more.

This used qualitative descriptive method which is aimed at finding out the elements of ethnography of communication and also describing all aspects that found in the program talk show *"Face the Nation" on CBS News episode Edward Snowden cases on December 29, 2013*

➤ Unit of Analysis

Unit of analysis is every utterance produced by the participants in interview particularly conversation in the talk show. The utterances can also differentiate meaning of language that is used in society.

➤ Source of Data

The data of this research are utterances. The data were transcript and video of Major Garret as host (interviewer) and Michael Hayden, Thomas Drake, Jesselyn Radack, Barton Gellman, Jeffrey Kluger, James Fallows, Laura Sydell and Seth Fletcher (interviewee) in the

program talk show “Face the Nation”. The researcher used not only transcript but also video as the data in this research in order to get the real information and situation in the program talk show. It is hoped that the video and transcript support this study well.

➤ **Technique of Data Collection**

The data of this study were obtained by doing the following steps.

1. Searching for the transcript and video.

Content and Programming Copyright <http://www.cbsnews.com/news/face-the-nation-transcripts-december-29-2013-hayden-drake-radack-gellman/>

2. Downloading the data.

In this step, downloaded the data.

3. Watching and listening to the audi.

➤ **Technique of Data Analysis**

The steps in analyzing the data are as follows:

1. Reading the transcription
2. Analyzing the data of each utterances to find out the elements of
Ethnography of communication between participants in the talk show.
3. Classifying the elements of ethnography of communication found in the
Conversation.
4. Interpreting the data.
5. Drawing the conclusion.

Data Analysis

Data analysis of the elements ethnography of communication proposed by Hymes (1974:238). They are setting, end, act sequence, key, instrument, norm and genre in the program

among Major Garrett and nine guest invitee, that are Former NSA Director Gen. Michael Hayden, Thomas Drake, Jesselyn Radack, Barton Gellman, Jeffrey Kluger, James Fallows, Laura Sydell, and Seth Fletcher.

➤ **Setting and scene**

Setting refers to the time and place, the concrete physical circumstance in which speech take place. Setting of time in this analysis is in the morning that's why, because we can see from the conversation in the dialogue among guest invitee in the interview as interviewer with Major Garrett as the interviewee or the star who comes in that program. It shows in conversation among them in the show:

Turn speaker utterances

1 Garrett **Good morning again**, and welcome to "Face the Nation." We start today with what may be the biggest story of the year. It began back in June when National Security Agency contractor Edward Snowden began leaking top-secret documents.

Participant

Participant refers to the actors in the scene and their role relationships, including personal characteristics, such as: age, sex, social status, and relationship. The participant includes various combination of speaker-hearer, addresser-addressee or sender-receiver. It generally fills certain social specified roles. The participants in the program are Major Garrett (the moderator), Former NSA Director Gen. Michael Hayden, Thomas Drake, Jesselyn Radack, Barton Gellman, Jeffrey Kluger, James Fallows, Laura Sydell, and Seth Fletcher.

End

Ends (purposes/goal/outcomes) refer to the conventionally recognized and expected outcomes of an exchange as well as to the personal goals that participants seek to accomplish on

particular occasion. In this research, Ends involve the end of discussion, Major Garrett (host), Former NSA Director Gen. Michael Hayden, Thomas Drake, Jesselyn Radack, Barton Gellman, Jeffrey Kluger, James Fallows, Laura Sydell, and Seth Fletcher.

➤ **The end of the talk show**

The talk show aims to explain about bad and good effect of advancement technology, especially internet technology. Internet technologies have many functions and benefits. Functions of internet technologies are social media, data base, business and etc, in the discus of each participants dominant explain bad effect of internet technology, such as privacy or personal data can be know to other people then the data to wrong use and so on. It can be shown in utterance below (in bold sentences):

Turn	Speaker	Utterances
111	Fallows	So I say that something to give a thin reed of comfort, is that every wave of technological disruption has created benefits and harms. Like the one we're talking about now, whether it's explosive technology for bombs or for mines, with aviation, again for bombing or for transport atomic power. This is this era's version of a struggle we've been through since the dawn of technological innovation, of finding ways to take advantage of what is good in this new technology for mapping, for Fitbits, for genomic understanding, while limiting the things that are problems. So it is discouraging to consider today's Washington but it's a challenge that our system has faced again and again and again. Now we'll wrestle with it.
112	Sydell	You know, I have to say one of the things you see with all this technology is very often we're happy to give up our privacy for convenience. I think that's something we really have to think about. All of us have to think about. How much are you willing to give up in order to have Facebook? Is it OK with you that Facebook has all this information? Would you be willing to pay rather than see advertising because essentially advertising is going to get more and more targeted. The more information they have about you they're going to direct your eyes.
113	Garrett	Which, Jeffrey, leads me to a question raised by some technology writers saying, isn't it kind of hypocritical for the big tech companies to be outraged about NSA data gathering, which it is their very core business model to gather this data, put it through algorithms and provide

114 Kluger Yes, and I often find that the experience is quite surreal. When I go on to Amazon and there's a book I'm considering buying because it reminds me of a book I bought 11 years ago and what pops up on my screen is the book I was just thinking about buying. It faintly creeps me out. But the fact that this works the way it does is good for commerce, is good for the convenience of the shopper. But interestingly, **Twitter recently has made clear that they are now -- they're partnering with 10 partners or 10 advertising groups and those groups are permitted to use your Twitter data to follow you around the Web to see what you do. Twitter allows you to opt out.**

Act sequence

Act sequence refers to the actual form and content of what is said the precise words used, how they are used and relationship of what is said to the actual topic at hand. The discussion consists of three stages such as, opening stage, middle stage and closing stage. The program talk show interview use dynamic structure open ended, that is turn taking control by interviewee (a host the program talk show interview).

➤ Opening Stage

The opening stage of in the discussion can be shown in the beginning when Major Garret (host) addresses to the people in the entire world. He asks people to join in global conversation about consciousness and also asks people to join in the studio. It can be shown in this excerpt below:

Turn	speaker	Utterance
1	Garrett	Good morning again, and welcome to "Face the Nation." We start today with what may be the biggest story of the year.

➤ Middle Stage

The middle stage is shown from the conversation among Major Garrett (host), Michael Heyden (interviewee and former head NSA) and other participants (interviewer). Major Garrett asks the participants to share their expert and experiences be related to Edward Snowden cases. It

is begun from Michael Heyden as participant and also becomes first interviewer in the discussion. It can be shown in this excerpt:

Turn Speaker Utterances

- 34 Hayden Well, actually that's a great question. because I saw, in your lead-in, you had Mr. Snowden saying, "My work is done." Now, does that mean all the stories based upon the information he's given to the press will stop? You know, he said he's accomplished his objective. "I've already won." But yet will the stories stop? I don't think so.
- 35 Garrett And what are you most afraid of if the stories continue?
- 36 Hayden What I'm most afraid of is that we'll reveal our sources and methods, our tactics, techniques and procedures, to people around the world who will the American nation and the American people harm.

Major Garrett as host (interviewer) in the program gets points that, in Edward Snowden cases is complicated because in the conversation have some premises and advancements technology plays an important role Edward Snowden cases.

➤ Closing Stage

The closing stage is begun when Garrett ends by saying to everyone who has enjoyed the talk show ' Edward Snowden cases'. Then, he concludes the by discussion taking a quotation. It can be shown in this excerpt below:

Turn Speaker Utterances

- 169 Garrett **That's it for us today. I hope you've enjoyed it as much as I have. Bob Schieffer will be back next week. From all of us at "Face the Nation" and CBS News, have a very happy new year.**

Key

Key refers to the tone, manner or spirit in which a participant message is conveyed. The tone of an instrument is important. Tone as intonation is very important to make the conversation attractive and enjoy. The researcher also watches the video carefully and sees their body language when the researcher analyzes the conversation, because their expression, tone, spirit

and manner are important when they was talking. In the video Major Garrett said, “Edward Snowden leaks secret document” with his serious expression in the interviewee and Garrett expr . It can be seen the picture and utterances below:

Turn	Speaker	Utterances
1	Garrett	Good morning again, and welcome to "Face the Nation." We start today with what may be the biggest story of the year. It began back in June when National Security Agency contractor Edward Snowden began leaking top-secret documents.

It is not only Major Garrett who is serious in the talk show, but also another interviewer, Michael Hayden is the first interviewee. He is also very serious in the talk show when he answers Major Garrett questions and he judges Edward Snowden is traitor. It can be seen utterances bellow:

Turn	Speaker	Utterances
26	Hayden	Such as " traitor "
28	Hayden	Well, in the past two weeks, in open letters to the German and the Brazilian government, he has offered to reveal more American secrets to those governments in return for something -- and in return was for asylum.

in the second interviewee that is Jesslyn Radack, the researcher finds serious expression in the second interviewee when she answers Major Garrett questions, she also talk about fair trial and Espionage Act. It can be seen this conversation and Radack expression below:

Turn	Speaker	Utterances
64	Radack	Exactly, who is also, like Michael Hayden, a former NSA and CIA director, joked -- not only joked; they weren't joking -- they said he should be hung from a tree by his neck, which conjures images of lynching, not a fair trial. And I think guarantees that he would not be tortured is setting the bar really low. I don't think he could get a fair trial here. In fact, I don't think he should have any trial because he's been granted asylum because he has a reasonable fear of political persecution predicated on the very Espionage Act charges with which he is faced.

The third interviewee, finds serious expression. It can be seen from the Drake's expression and he said "the bastion of freedom and liberty and rights of citizens". The conversation and Drake expression can be seen below:

Turn	Speaker	Utterances
46	Drake	I don't consider him a traitor at all. I consider him a whistle-blower. He exposed prima facie evidence regarding the extent of the surveillance program, its unconstitutionality and the fact that we're losing huge, huge amounts of trust overseas, in terms of NSA supposed to be protecting the rights of citizens, but also the United States is supposed to be the bastion of freedom and liberty and rights. It's clearly losing out in the court of world opinion.

Barton Gellman (fourth interviewee) in the video, he looks very serious when he answers Major Garrett questions (interviewer), he aims policy of privacy conversation in phone or phone cell. It can be seen this conversation and Gellman expression below:

Turn	Speaker	Utterances
83	Gellman	He has -- he takes the kinds of reasonable precautions that a person would take when he knows he's of great interest to a number of intelligence services around the world. What he's keeping his eye on is the big picture, which is that over a period of six months, he has enabled a public conversation about a program that was -- or a set of programs that took place entirely in secret, without any public debate. Not only -- I mean you can't debate particular intelligence operations. But you can debate policies like should the NSA be allowed to collect every American's phone calls, should the NSA be allowed to intercept hundreds of millions of Internet address books as they flow across the pipes or billions of location points, so that it can track many of the world's cell phones in time and space? We never had those conversations because all of that took place behind closed doors.

Jeffrey Kluger is editor at large of "TIME" Magazine. He is one of participant (fifth interviewee) in the program talk show. He looks serious in the talk show, when he talk about internet that is benefit and disadvantage. It can be seen the utterances and Kluger expression below (bold sentences):

Turn Speaker utterances

100 Kluger , "TIME": Well, it's a question actually I used to ask when I was in law school. I am a lapsed lawyer; I never practiced. And back then I think I saw myself as a constitutional absolutist and idealist as all law students are. If you had told me about an Internet, if you had told me about post 9/11 surveillance, I would have said this is unacceptable. But we've lived through 9/11. **We now know something about the Internet and we know a few things that we didn't know then. We know that if we're going to have a robust, monetizable economy on the Web we need to surrender some data. We know that if we're going to be kept safe post-9/11 we need to be willing to surrender some of our privacy, things that would have been unthinkable before.**

In the talk show invitee James Fallows that is the sixth interviewee. He is the author “The Atlantic” magazine’s recent cover story of the 50 greatest inventions since wheel. In the talk show, he told serious and he gives serious answer about innovation of technology. It can be seen this conversation and Fallows expression below:

Turn Speaker Utterances

111 Fallows So I say that something to give a thin reed of comfort, is that every wave of technological disruption has created benefits and harms. Like the one we're talking about now, whether it's explosive technology for bombs or for mines, with aviation, again for bombing or for transport atomic power. **This is this era's version of a struggle we've been through since the dawn of technological innovation, of finding ways to take advantage of what is good in this new technology for mapping, for Fitbits, for genomic understanding, while limiting the things that are problems.**

Laura Sydell is one of invitee as interviewee in the talk show interview. in the video talk show interview the researcher seen Laura Sydell serious looks, when she aims benefits of 3-D printing. It can be seen the utterances(in bold sentences) below :

Turn Speaker Utterances

134 Sydell They saved a child's life in "Grey's Anatomy" because they were able to print heart valves. And they did this daring thing. They said, should we do

it? You know, it became a controversy in the show. And I think that in the next year, you're going to be hearing more about 3-D printing.

In the talk show invites too Seth Fletcher as interviewee. He is the senior editor in charge of technology coverage for “Scientific American”. In the talk show, he talk serious and he gives serious answer about technology. It can be seen below:

Turn	Speaker	Utterances
138	Fletcher	You know, I think both augmented reality and then, to go a little bit further, virtual reality. And what I mean by that is augmented reality through wearable computing, Google Glass. And now there are competitors to Google Glass. I don't think Google Glass is there yet. But if we imagine this technology being embedded into the frame of your existing eyeglasses as a tiny dot so that it's overlaying your surroundings with information, you know, whether it flies or not, there are a lot of people working on it and there's a lot of money going into it.

In the video, finds crosstalk in the conversation between Garrett and Laura Sydell. It can be seen this conversation below:

Turn	Speaker	Utterances
104	Sydell (CROSSTALK)	That's right, I know. As a matter of fact I'm wearing one right now.
105	Garrett	All their physical data, their health data can be in certain ways stored. We do that for convenience. We do it for commerce. We do it for health. Yet it's all getting into this vast array of data about all of us, are we surrendering happily things we didn't think we would ever surrender maybe 10 or 15 years ago?

Crosstalk also happened in conversation between Fletcher and Garrett. It can be see this conversation:

Turn	Speaker	Utterances
142	Fletcher	Right. I mean, you know, this is the Internet of things that -- the idea is that every device you own will be embedded with some sort of sensor that can track it. And there -- there would be a lot of good benefits to this,

pursuing energy savings. You know, you talk about a home, your house, you know, turns off the heat and dims the lights as soon as you leave and then dials them back up once you walk in the door. There are a lots of -- there are lots of...

(CROSSTALK)

145 Garrett

-- but, James, you think we're on the verge of breakthroughs in convenience and efficiency, driven a lot by this technology?

In the talk show interview not only formally or formal situation. The researcher also finds informal situation. When participant talk about technology advancements, innovation (3-D), in the part program talk show interview the researcher looks and listens of participants laugh and then the situation becomes melting.

Their expression (participant) looks really detail; it can be seen from their gestures, such as expression face, how to sit, how to look, gesture and how to greet each other. It can be seen from this conversation and their expression below:



Turn	Speaker	Utterances
130	Garrett	Laura?
131	Sydell	Well, I would say 3-D printing fascinates me. And I -- I do think, you know, things happen incrementally and then suddenly, it's everywhere. And I think...
132	Garrett	Help our audience understand what 3-D printing is.
133	Sydell	So 3-D printing, you literally have a printer which you put sort of a powder that might be -- now it's -- it could even be ceramics. I'm hearing they're going to 3-D print chocolate. And the printer takes software that

you've put in that's three- dimensional and it prints out a three-dimensional object. Now, it's getting into the mainstream because it was on "Grey's Anatomy," OK? They...

Instrumentalities

Instrumentalities refer to the choice of the particular channel, e.g. oral, written, or telegraphic, and to the actual forms of speech drawn from community repertoire, such as: the language, dialect, code, or register that is chosen. The form of this discussion is talk show interview. The talk show interview is included in spoken text. It is held in formal setting, in studio television program and interviewee of the program talk show are former officials, active officers. It can be seen from the situation where they used spoken language in typically serious situation. The spoken language used in the discussion can be seen from the context of the interview. In the context, Major Garrett (interviewee) opens the program talk show and giving a turn to interviewer with formal language. It can be seen from this conversation below:

Turn	Speaker	Utterances
9.	Garrett	Last question on this: If it doesn't have a strong centralized link to Al Qaida, what does that tell us about the nature of terrorism and terrorist threats?

The researcher sees that Hayden looks really serious when he asks about important security system (data base of American document) in the program talk show, it can be seen from the video and can also be seen from this conversation between Hayden and Garrett below:

Turn	Speaker	Utterances
12	Hayden	Well, first of all, I would respond that Judge Leon was looking at the acquisition of the data and not how the data was used. And so this is not a broad fishing expedition. Granted, millions -- billions of phone records a day are acquired by the National Security Agency, but what follows, Major, is really important. What happens to that data? How often is that data touched?

In the video not only Hayden, The researcher sees Gellman that is one of interviewee in the talk show. he looks serious when he talks about saving privacy for America citizen specially conversation in uses phone calls in the talk show, it can be seen from the video and can also be seen from this conversation between Gellman and Garrett (interviewer) below:

Turn	Speaker	Utterances
83	Gellman	He has -- he takes the kinds of reasonable precautions that a person would take when he knows he's of great interest to a number of intelligence services around the world. What he's keeping his eye on is the big picture, which is that over a period of six months, he has enabled a public conversation about a program that was -- or a set of programs that took place entirely in secret, without any public debate. Not only -- I mean you can't debate particular intelligence operations. But you can debate policies like should the NSA be allowed to collect every American's phone calls, should the NSA be allowed to intercept hundreds of millions of Internet address books as they flow across the pipes or billions of location points, so that it can track many of the world's cell phones in time and space?

In the talk show, it can be seen that the talk show has turn taking. The turn taking is as following turn:

Turn	Speaker	Utterances
79	Gellman	That's right.
81	Gellman	That's exactly right.

In the talk show, the spoken language uses standard grammar, because standard grammar is very important in a formal conversation. It can be seen from the utterance which is used by Major Garrett in the talk show. Standard grammar is very dominant in this talk show. It can be shown in this conversation:

Turn	Speaker	Utterances
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9. Garrett Last question on this: If it doesn't have a strong centralized link to Al Qaida, **what does that tell us about the nature of terrorism and terrorist threats?**

Another feature which indicates spoken language is spontaneity. In the talk show, a lot of spontaneity phenomena are found in the conversation, such as; overlapping, filler, and incomplete clause. The overlapping utterances can be seen in this conversation.

It can be shown in this following excerpt below:

Turn	Speaker	Utterances
89	Gellman	Well, he has made clear that he would like asylum in some other country. He didn't choose Russia. He was literally changing planes in the Moscow airport when the United States revoked his passport. He was stuck there by that. He's said from the beginning that he wanted asylum in a Western country, for example, Iceland, that, from his point of view, respects rights of free speech and whistleblowers. He is not looking to live in a country like Russia or China..

In the talk show, there is a filler in the conversation. It indicates that the speaker pays attention what other speaker says. It can be shown in this following excerpt:

Turn	Speaker	Utterances
121	Sydell	Yes, I'm going to -- I mean, living in the Bay Area, recently there was a Google bus that was attacked. And this has to do with income equality, but I wonder if at some point people are going to realize, oh, these companies are getting very wealthy off my data. And I do wonder if it's some point that's going to -- I've started (INAUDIBLE) discussion where people feel like, do I really trust these companies? Are they out for my interests? And so you could see a turn.

also sees the incomplete clause is used by the speaker in the talk show, because other speaker interrupts the conversation. It can be seen in this following excerpt:

Turn	Speaker	Utterances
58.	Radack	... joked about...

4.1. Norm

Norm refers to the specific behaviors and proprieties that attach to speaking and also to how these may be viewed by someone who does not share them, e.g. loudness, silence, gaze return, etc. In the talk show, the speakers do not know their each other's personality. Therefore, the talk show uses positive politeness, that is necessary for the speakers in the talk show, because there is social status between them. The positive politeness becomes the most important thing in formal conversation. So, positive politeness is required in this talk show. It can be shown in this conversation below:

Turn	Speaker	Utterances
67	Garrett	Your advice to him would be to stay in Russia?

Genre

Genre refers to the type of speech or event. The genre of this event is interview, an interview is a process for obtaining information, a story or a response, it is a spoken text. The structure of an the discussion can be divided into three parts, there are: Social function, schematic structure (opening stage, middle stage, closing stage), and linguistic features.

➤ **Social Function**

The social function of the discussion is wisdom of using technology. It is very important to our life because we can know, how to the system program security work or uses. It can be shown in this conversation below:

Turn	Speaker	Utterances
1.	Garrett	Good morning again, and welcome to "Face the Nation." We start today with what may be the biggest story of the year. It began back in June when National Security Agency contractor Edward Snowden began leaking top-secret documents.

➤ **Schematic Structure**

The schematic structure of the talk show is divided into three stages, such as, opening stage, middle stage and closing stage.

➤ **Opening stage**

The opening stage can be seen when Major Garrett as the host of the talk show addresses people in whole the world. It can be shown in the first conversation:

Turn	Speaker	Utterances
1	Garrett	Good morning again, and welcome to "Face the Nation." We start today with what may be the biggest story of the year.

➤ **Middle Stage**

In middle stage is indicated by giving a question to get explanation. In this talk show, firstly, Major Garrett as host asks about afraid disclosures . It can be seen in this conversation:

Turn	Speaker	Utterances
33	Garrett	Are you afraid of more disclosures?

Sydell one of interviewee in the talk show, she wants to share, about reasons tech companies limits freedoms to interviewee. It is shown in this excerpt between them below:

Turn	Speaker	Utterances
106	Sydell	Well, I think it's a good point. I mean, I am wearing a Fitbit which is keeping track of how many steps I take and a variety of things. And we'll see lot more of these wearable devices, some that may track your heart rate, blood pressure, all kinds of things. The question becomes, who can access that data? I think with all of this, the law is going to have to keep up. And so we need vigorous discussions, vigorous debates, I think, about who can access the data. I think there was a reason when all these tech companies met with President Obama recently and really what they wanted to talk about was NSA surveillance. They wanted to talk about privacy because, for them, their profits depend on us feeling that our information, whatever information we surrender to them, is safe.

107 Garrett Right. And Seth, we now have technology or soon will, where a fingerprint is the mechanism by which you enter into all sorts of things, perhaps it's your iPhone, perhaps it's your bank, perhaps it's some other thing, but if that's all hacked, where do I get a new fingerprint?

➤ **Closing Stage**

The closing stage is indicated by signaling the end of conversation. In the closing of the talk show, Major Garrett says that's it for us today who has

. It can be shown in this conversation below:

Turn	Speaker	Utterances
169	Garret	With that... (LAUGHTER)
		... we will be right back.
169	Garrett	That's it for us today. I hope you've enjoyed it as much as I have. Bob Schieffer will be back next week. From all of us at "Face the Nation" and CBS News, have a very happy new year.

➤ **Linguistic features**

In the talk show, the speech function is dominated by question-answer. In the talk show, Major Garret asks interviewee to get information about Edward Snowden cases. It can be shown in this conversation:

Turn	Speaker	Utterances
3.	Garrett	Before we get to the NSA and surveillance -- and a lot of ground to cover there -- there is a lead story in the New York Times this morning that talks about a months-long investigation the paper conducted into the Benghazi attack. It says "There is no clear linkage to Central Command Al Qaida," and that there was a much messier situation on the ground than originally disclosed by the administration or thought by most observers. Your reaction to that story?
4.	Hayden	Yeah, I think that has the ring of truth to it. And in general, Major, these kinds of events are a lot more nuanced than we would like them to be, looking back at them in retrospect.

In the talk show, the speakers use present tense to show that this

Conversation is spontaneously, Major Garrett. It can be seen in this conversation:

Turn	Speaker	Utterances
88	Garrett	Do you think or did you get any sense from him of what the next six months and then the time after that -- he has one year of asylum in Russia, then what comes next? Do you have any sense of that?

In the talk show, the speakers also use past tense, it is to show that the conversation relates to what the speaker talked about Al Qaida. It can be seen in this conversation:

Turn	Speaker	Utterances
4	Hayden	Yeah, I think that has the ring of truth to it. And in general, Major, these kinds of events are a lot more nuanced than we would like them to be, looking back at them in retrospect. When the attack happened, actually on this network, a few days afterwards, I was asked who did it. And I said, "Well, you know, the Al Qaida movement's divided into three layers, Al Qaida prime, formerly affiliated, and like-minded. And at the time, I said this was probably high-end like-minded or low-end affiliated.

Conclusion

Ethnography of communication by using Hymes' framework, which is called SPEAKING grids, from Face the Nation talk show episode Edward Snowden cases, and there are significance elements of ethnography of communication, such as setting and scene, participant, ends, act sequence, key instrumentalities, norms, and genre.

The setting in which the talk show occurs in Television studio on December 29, 2023. It can be seen from the video of the talk show. Scene in the talk show is the situation that only focuses on the topic (Edward Snowden cases) and concern technology in Edward Snowden. There are ten participants in the program talk show, they are, Major Garrett becomes the host and the interviewer, Michael Hayden/ former head of the National Security Agency and the first interviewee, Jesselyn Radack is second interviewer in the program talk show, Thomas Drake is third interviewer, Bolton Gellman is fourth interviewer, Jeffrey Kluger is fifth interviewer, James Fallows is sixth interviewer, Laura Sydell is seventh interviewer, and Seth Fletcher is eight

interviewee in the talk show. The end of the program talk show is to show ' advancement have positive and negative effect' in this world. The act sequence in the program talk show consists of three stages such as, opening stage, middle stage and closing stage. The key of the program talk show is serious, but occasionally, the participants make jokes and laugh. The instrument of this talk show is spoken text. The norm of the talk show uses positive politeness, the genre of this conversation is talk show (issue based talk show). The talk show can be divided into three parts, they are: social function, schematic structure (opening stage, middle stage, opening stage) and linguistic features. There are two kinds of linguistic features in the talk show, first, the talk show is dominated by question and answer, second, the talk show uses present tense and past tense.

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