

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORITICAL FRAMEWORK

2.1 Pragmatics

It would present pragmatics as the fundamental study of civility before describing the tactics. It would also describe the factors that influence the strategy selection process. "Pragmatics is the study of the links between linguistic forms and the users of those forms," says (Yule, 1996 : 4). It signifies that this topic has something to do with people and their surroundings. Learning pragmatics correctly facilitates communication since people can understand the intended meaning of another's words, as well as the context. Everyone must consider etiquette in order to respect others. As a result, one of the units to study in pragmatics is courtesy.

Human contact is related to pragmatics. Sometimes, mutual respect is necessary to create positive interactions. Everyone must think about being nice in order to respect others. As a result, politeness becomes one of the units to be studied in pragmatics. Politeness is a concept of courteous social behavior in a given culture, according to Yule (1996). It can be demonstrated by being courteous to others. The concept of politeness is linked to the concept of face. The face is a form of public self-image that belongs to everyone, according to (Brown and Levinson (1987).

2.2 Politeness

The goal of the politeness strategy, according to Brown and Levinson in Watts (2003) is to reduce FTA. These are referred to as "face-threatening acts" (FTA). FTA can be expressed in a variety of ways. It can be said out loud, more formally, or silently. They are referred to as being polite. They claim that everyone has two facial types: positive and negative. Every person has two faces: a positive face that expresses their want to be understood and a negative face that expresses their need for privacy. The individual's need to be respected and accepted in social interactions is described as positive face, whereas the individual's demand for action independence and imposition is described as negative face. As stated in Sartika & Ambalegin, (2020) In any context, being nice is something that is crucial to talking with others. Positive manners cannot be ignored in daily life, whether in direct or indirect conversation.

As stated in (Ni Kadek Ria Safitri & Sutrisna, 2022) In any context , Each language produces individual sounds, characters, and grammars, but they share similarities in how it's utilized. could not exist apart from human life. As a result, in a social interaction situation, language is an important device for maintaining relationships with others. Culture is another issue that must be considered in order to keep the connection alive. As stated in (Ernovilinda, 2020) The social context consists what is important to communicate, how to say it, when to express it, and how to make other people's language acceptable. It is necessary for a speaker's language to be acceptable in a culture. must completely understand the standards

that apply in that community, especially the appropriate use of certain language functions or speech acts. Pragmatics and the concept of politeness.

2.3 Positive politeness

Brown and Levinson (1987) studied politeness and concluded that in order to enter into social relationships, we must accept no knowledge and show a unawareness of the face, the public self-image, the sense of self, and the sense of self. They stated that respect for each other's expectations is a universal quality across cultures, and that speakers should take account of each other's expectations. Brown and Levinson also provide fifteen good politeness practices in Watts, (2003). The fifteen techniques are further explained in the section below, along with examples of each. According to Yassi (2022) all the persons speaking and the listener should adhere to the general rules or principles in addition to as a result, utilize specific methods. We can utilize the politeness strategy to express utterances in interaction. Stated to Afriana & Mandala (2018) Based on this viewpoint, politeness language can be utilized as a standard for the level of politeness. respect of a person to his or her discourse partner. Messages with meaning must be considered in relation to the acceptance and rejection indicated by the conversation partner.

2.3.1 Strategies of positive politeness

According to Brown and Levinson (1987), there are fifteen strategies in politeness strategies , such as :

Strategy 1: Notice, attend to H (his interests, wants, needs, good)

In addition Brown and Levinson (1987) speaker should pay attention to characteristics of hearer condition (noticeable changes, notable possessions, anything that appears to indicate that hearer would like speaker to notice and approve.

Example:

Moana : “**Father!** I was just looking at boats. I was not going to get on them.”

(Warouwet al., 2023)

In article this above mention, her father what she's doing to. By saying "Father!" she attracted the listener's interest in the issue together, and then she explained what had transpired. Moana stated that she was solely interested in the boats. was not going to get on their nerves. Moana has satisfied her father's positive face by involving the listener in the talk. She was close to and friendly with her father.

Strategy 2: Exaggerate (interest, approval, sympathy with hearer)

Based on Brown and Levinson (1987) This is frequently accomplished using increased intonation, emphasis, and other aspects of prosodies, in addition to intensifying modifiers.

Example:

Oprah Winfrey : “**White house where you have access to everything** and everybody in the world”.

(Damayanti & Mubarak, 2021)

In article this above mention, it explain Oprah concept of the White House regarding how residents would have access to anything and everyone on terms of

how residents would have access to anything and everyone in the earth. The statement demonstrates that Oprah was interested in Michelle's family and future in addition to her well-being.

Strategy 3: Intensify interest to the hearer.

According to Brown and Levinson (1987) Another option for speaker to show hearer that he shares some of his desires is to pique hearer interest in his own speaker contributions to the conversation by telling a good narrative'. This can be accomplished by employing the present.

Example:

Oprah Winfrey: “yeah, I was going to ask you that because **you know when you are the rock star that you are and yes when you're filling stadiums all over the world you ‘are a rock star just take it just take it “**

(Damayanti & Mubarak, 2021)

Based on the article above, the writer although she mentioned Michelle directly, Oprah appears to have been communicating with her audience in order to increase interest in the fact that Michelle fills stadiums all over the world when she is giving a speech. This utterance is therefore indicated as a method to heighten interest.

Strategy 4: Use in group identity markers

Furthermore Brown and Levinson (1987) speaker can indirectly claim the common ground with hearer that is carried by that description of the group by employing any of the numerous ways to transmit in-group membership. These include in-group address form usages. Language or pronunciation, jargon or slang, and ellipsis are all examples of ellipsis.

Example:

Charlie Rose: “and what would he say?”

Donald Trump: “Well, he just called me and it boosts me. I’d say I just keep fighting and you know he was really phenomenal guy and a great leader and that’s why Bear Stearns, I mean without any big parent company my Bear Stearns is just done tremendously well. **But Alan has been a really loyal friend and I’ve had a lot of other loyal friends but the thing and I guess I’m going to go to into this in the third book.**”
(Marpudianto, 2020)

Based on the article mentioned above, it is clear that Donald Trump employed positive politeness method 4, which included the deployment of a group identity marker. It was demonstrated when Donald Trump stated, 'But Alan has been a really faithful buddy, and I've had a lot of other loyal friends, but the thing is, Alan has been a really loyal friend, and the thing is, Alan has also and I think I'll get into this in the next book. It suggests Alan is a royal friend or best friend of Donald Trump, and it is part of plan 4.

Strategy 5: Seek agreement

Additionally to Brown and Levinson (1987) , is to look for ways to agree with him/her. Safe themes and repetition are two options.

Example:

Oprah Winfrey: “It's just thing when you wear a pair of boots like that, **it's really like they go to the Michelle Museum that's right.**”

(Damayanti &Mubarak, 2021)

In article this above mention, it explains here a technique is used in their conversation where Oprah nods in agreement to what Michelle said by repeating and elaborating on it, maybe to underline the speaker's emotional intent (to emphasize the interest and surprise).

Strategy 6: Avoid Disagreement

Based on to Brown and Levinson (1987) The, desire to agree or appear to agree with hearer leads also to mechanisms for pretending to agree, instances of 'token' agreement.

Example:

Charlie Rose: "But here comes one of the things they say about you is that they're tricks within you of vindictiveness about that and you're not going to forget that and part of the Trump style at some point you're going to try to get Stein back".

Donald Trump: "**Well, I don't think I am gonna try and get Stein back. I'm just disappointed in other people and I'm not disappointed in some.** I mean there are people that were much more man like Alan Greenberg of Bear Stearns who would call me every day."

(Marpudianto, 2020)

In article this above mention, explains Donald Trump utilized positive politeness approach 6: avoid disagreement. His statement, 'Well, I don't think I'm going to try and get Stein back,' demonstrates this. I'm just disappointed in other people, and I'm not dissatisfied in myself. disappointed in some." He then gave a speech to prevent this issue, saying, "I mean, there are guys who were far more manlike, like Alan Greenberg of Bear Stearns, who would call me every day."

Strategy 7: Presuppose/ raise/ assert common ground

This tactic includes gossip and small conversation. The speaker is conversing with the audience. addressing a subject that is unrelated to being heard for a while This method is used by the speaker The speaker employs this

technique. to reduce demand Brown and Levinson (1987) the speaker can so highlighting his overall interest. This suggests that he has not arrived simply to observe the listener FTA.

Example:

Charlie Rose: “For money or not for money?”

Donald Trump: “**Well, I like playing for money because it gives you an interest.** I mean it really does. Golf was something that helped me through a period when I was really you know there’s a point at which you can’t push. You have to sort of sit back and wait and see how the chips are falling.”

(Marpudianto, 2020)

In article this above mention, it explains Donald Trump employed a considerate method in his statement. Presume, raise, and assert common ground. When Charlie Rose questioned him about whether playing golf is primarily for financial gain, Donald Trump responded with a confident, reasonable response.

Strategy 8: Joke

Based on Brown and Levinson (1987) Jokes, since they are founded on mutually shared background knowledge and beliefs, can be used to emphasize that shared background or those shared ideals. Joking is a fundamental positive-politeness approach for putting H at ease.

Example:

Oprah Winfrey: “I know, all of the people in this room paid money to come out to give up a Saturday we know all that Saturday mean.”

Michelle Obama: “**as I said am not nobody twerking on this stage.**”

(Damayanti & Mubarak, 2021)

In article this above mention, it explains because Michelle is agreeing with Oprah's statement that individuals need to connect with other people, this statement is considered a joke. One approach to interact with others is to attend the Oprah Show. Even though Saturday is a weekend day when individuals often spend time with family or rest, the audiences spent their Saturday watching the Oprah Show.

Strategy 9: Assert of Presuppose or raise S's knowledge and concern for H's wants.

In addition Brown Levinson (1987) To declare or imply knowledge of fji's wants and willingness to fit one's own needs in with them is one way of suggesting that speaker and hearer are cooperators, and therefore potentially putting pressure on H to cooperate with S.

Example:

Oprah Winfrey : “what's the best advice do you think you've given your daughters?”

Michelle Obama: “oh gosh I give them so much advice they're so sick of me, **you know now that they're in college**”

(Damayanti & Mubarak, 2021)

In article this above mention, it explains Michelle makes reference to her daughter who is already enrolled in college, which may be common knowledge, but she emphasizes it to make the subsequent response to Oprah's question make sense.

Strategy 10: Offer, Promise

According to Brown Levinson (1987) To deal with the possible threat of some FTAs, S may choose to emphasize his cooperation with H in another way. He may, in other words, assert that (within a given area of relevance), whatever H

desires, S desires for him. And will assist in obtaining it. Offers and promises are a natural result of pursuing this tactic, even if they are false.

Example:

Hon. Didmus Barasa: **“I apologies to Hon. Passaris and I withdraw the statement.** I invite her for dinner in the evening.”

Hon. Speaker : “Hon. Members, Hon. Barasa has complied. He has done exactly what he is supposed to do they seem to be smiling at each other.”

(Njuki & Ileri, 2021)

In article this above mention, it explains Hon. Barasa attempts to hit Hon. Passaris in the face after calling her stupid. Choosing to apologize. He offers to pay for her dinner that night as an act of positive etiquette and an apology to make her feel better.

Strategy 11: Be Optimistic

Additionally Brown and Levinson (1987) The opposite side of the coin, the point-of-view flip connected with the cooperative technique, is for S to presume that H desires S's needs for S (or S and H) and will assist him in obtaining them. That is, in order for S to be such. Presuming H will work with him may imply a tacit commitment from S to cooperate with H as well.

Example:

Charlie Rose: “So it’s just 92 the best year of your life?”

Donald Trump:” **I think 92 could be certainly one of the best in my life because it really all came together for me financially speaking and in so many other ways.”**

(Marpudianto, 2020)

Based on the data expressed above, Donald Trump produced positive politeness of strategy 11, which is to be hopeful. When Charlie Rose questioned him, "So, is just 92 the best year of your life?" he said, "I think 92 could be certainly one of the best in my life because it really all came together for me financially. "Speaking and in a variety of other ways." The line "92 is the best day of my life" suggested that one should be positive.

Strategy 12: Include both the speaker and the hearer in the activity.

In his case, S is manipulating the subject of a joint action. When S genuinely means 'you' or 'me,' he employs an inclusive 'us.' In the construction 'let's', the inclusive form 'we' is generally used. According to Brown and Levinson (1987)

Example:

Hon. Jimmy Angwenyi: "When we were sworn in, we swore to protect the constitution. **Who can allow homosexuality to be discussed here where we were sworn in?"**

(Njuki & Ireri, 2021)

In article this above mention, it explain while reminding all that the chambers must be respected and that they should not permit delegates to abuse the house by discussing issues of gays and lesbianism, Hon. Angwenyi uses the inclusive pronoun "we" to signify unity.

Strategy 13: Give (or ask for) reasons.

According to Brown and Levinson (1987) Another benefit of involving H in action is for S to explain why he wants what he wants. H is led to perceive this by incorporating H thus reasoning and assuming reflexivity (H seeks S's wants).

Example:

“Why not lend me your cottage for the weekend.”

(Miduk & Simanullang, 2019)

In article this above mention, it explained by having S provide justifications for his desires, H will be included in the action in another way. By including H in his practical thinking in this way and assuming reflexivity (H wants what S wants), H is subsequently persuaded that S's FTA is acceptable

Strategy 14: Assume or assert reciprocity.

In addition Brown and Levinson (1987) Cooperation between S and H might be asserted or urged by providing proof of reciprocal rights or obligations existing between S and H.

Example:

Charlie Rose: “But, if in fact he raped her in that hotel room regardless of whether she came there, you think that end should have to the slammer. “

Donald Trump: “Well, you know this day denies it. I don’t know that it happened and i think that as they said if he didn’t testify, **he would have been exonerated totally if the jury said that. Mike was arrogant, he was a horrible witness from what I understand and I am not surprised. I mean i would say that generally speaking you don’t put Michael as witness.**” (Marpudianto, 2020)

Based on the data mentioned above, assumer or assert reciprocity. It was proven when Donald Trump made comments about Mike Tyson's violence and if he did not follow through on it, Mike Tyson would not go to jail. His statement "he would have been completely exonerated" demonstrates this. If the jury had said so. Mike was arrogant, and from what I gather, he was a terrible witness, which astonished me. I mean, usually speaking, you don't name Michael as a witness."

Strategy 15: Give gifts to the hearer (goods, sympathy, understanding, cooperation).

Based on Brown Levinson (1987) Finally, by really providing some of H's desires, S may satisfy H's positive-face wish (that S wants H's wants to some extent). As a result, we have the typical positive-politics activity of gift-giving.

Example:

“I understand how you feel.” (Miduk & Simanullang, 2019)

In article this above mention, it explains wants related to human relationships, such as the want to be liked, admired, cared about, understood, listened to, and other such desires, are many of the outputs examined above.

2.3.2 The purposes of positive politeness

According to Brown and Levinson (1987) there are three purposes for based politeness:

2.3.2.1 Social Distance Between Speaker and Listener

When talking about the social benchmarks between the speaker and the listener, they are determined by age, gender, and culture. Sometimes, the older a person gets, the more polite the behavior becomes. Otherwise, the youths are not polite to their elders. Talking about equality between men and women is different because women tend to have a high level of politeness with men. because it is related to the value of "their daily life and patterns." However, men apply the concept of logic to the thinking they use. And this affects the cultural values

contained in politeness. It can also be seen in terms of environmental factors that politeness will have an effect on social life.

2.3.2.2 The Relative power of Speaker and Hearer

This can relate to the position between the speaker and the listener. For example, a university certainly has a number of lecturers and a number of students. Of course, the position of a lecturer was higher than that of a student. Politeness will occur in conversations that are associated with politeness to the lecturer. The degree of Imposition associated with the require expenditure of goods and service. In individual situations, when visiting other people at the time above, late at night is said to violate the norms of decency that have been disrupted by the understanding of society.

According to Rahmansyah et al., (2020) Positive Face Threatening Acts are actions that the speaker takes without consideration for the feelings or interests of the listener. In other words, the speaker refuses the listener's requests, whatever of their expression.

2.3.2.3 The Degree of Imposition Associated with The Require Expenditure of Goods and Service

In a particularly unique circumstance, it may be ruled that guests staying overnight violate the etiquette rules that have been applied to that civilization. However, the same action would be thought to be appropriate in a different circumstance. In other words, whether you desire a riot in your city or not, people will stay in each other's homes till an unknown time. It may be acceptable to the

hearer and lessen the likelihood of face-to-face threats when communicating. In this study, the author will examine the suggested positive politeness techniques by Brown and Levinson

2.4 Previous Study

Research about positive politeness was done by many researchers around the world. And the research also used many theories from various expert.

Arianti (2022) stated about positive politeness used in interview conducted by Desi Anwar to Dewi Soekarno Bill Gates. The goal of this study is Exaggeration, repetition, including both S and H, and compliments. The theory from Brown and Levinson used in this study to find strategies was used in this research. This research will shed some light on the utilization of positive politeness in cross-cultural situations. This study uses two interviews as the source of data and transcribed. The result of this study is It is projected that the interview with Dewi Soekarno includes more positive politeness strategies. Americans place a high importance on pleasant civility in communication, the interview with Bill Gates is supposed to be more positive politeness.

Mujahidah & Sumiati (2022) explained positive politeness in Enola Holmes movie script. The goal of this study is required for someone to speak respectfully, especially with those of a higher social status. there are numerous times when someone must be polite even if they are on the same level. The theory from Brown and Levinson used in this study to find strategies was used in this research. dialogues in a movie scrip were used in this research. The result show that there are fifteen the positive politeness strategy.

Qasim & Dhayef (2022) described about positive politeness in English and Arabic of covid-19 speeches. This research focused on identifying and investigating positive politeness. This study applied Klein theory of concept the late medieval Latin. The research found there were model of positive politeness strategies in analyzing data. They were taken the websites in written format. The result show that there are speakers in both Arabic and English are using the strategy to remain optimistic.

Rastafathya & Mulatsih (2022) analyzed positive politeness strategies used in vlog. This research focused on the realization of politeness and sociological factors. The utterances were classified using the theory proposed by Brown and Levinson. In contrast, the researcher discovered 8 positive politeness strategies in the vlog based on points: 6 Exaggerate, 3 Use in group identity markers, 5 seek agreement, 2 assert common ground, 2, offer promise, 1 be optimistic ,3 include both in the activity, 1 Give reasons. The similarity between this study and the previous studies that appeared and were included in this study is on the topic of analyzing positive politeness.

(Yuniarti et al., 2020) analyzed positive politeness used on Cat woman Movie. The researcher focused on strategies in relation to Brown and Levinson theory of politeness strategy. This researcher is qualitative research. In which all data were evaluated and analyzed using Bogdan and Biklen's theory. The result found 20 data employed in the conversation.

Yoseka & Ambalegin (2021) stated positive politeness in movie. The researcher found on strategies in relation to Brown and Levinson. Theory of

politeness strategy. The utterances of the characters in the movie were used as the data. The qualitative research method was used in this research. Observational method and non-participatory technique were used in the process of collecting the data. The result found 15 utterances spoken by character in the movie.

Fridolini et al.(2021) described about positive politeness reflecting in movie. The researcher focused politeness strategies and the most-frequent strategy. The theory that are applied in this study are Brown and Levinson's theory. Data collection techniques include observation, watching, and taking notes. The result four types of politeness that is used in Little Women movie which are bald on record, positive politeness, negative politeness, and off record.

Based on all previous studies above, there are similarities and differences between previous studies and current research. The main theory of previous studies proposed by Brown and Levinson 1987. These studies were added to explore the function and purposes of positive politeness. The difference in this research comes from its data source. The movie "Chip and Dale: Rescue Rangers," which was used for research, provided the source material for this study. Since there has not been any prior research on this movie, it was selected to use as a data source.

2.5 Theoretical Framework

This section is meant to demonstrate the similarities and contrasts between this study and those that came before it. The parallels between this study and earlier studies include the use of civility methods as the research issue in both. In addition, Brown and Levinson (1987) stated that idea of politeness techniques

were applied in this and earlier investigations. The distinction is that prior studies relied on data from a talk show. The data for this study came from a movie. That research also looks at employing four different of cavity that is, pragmatics, politeness, positive politeness, intensify interest to the hearer and “Chip ‘n’ Dale: Rescue Rangers” movie.

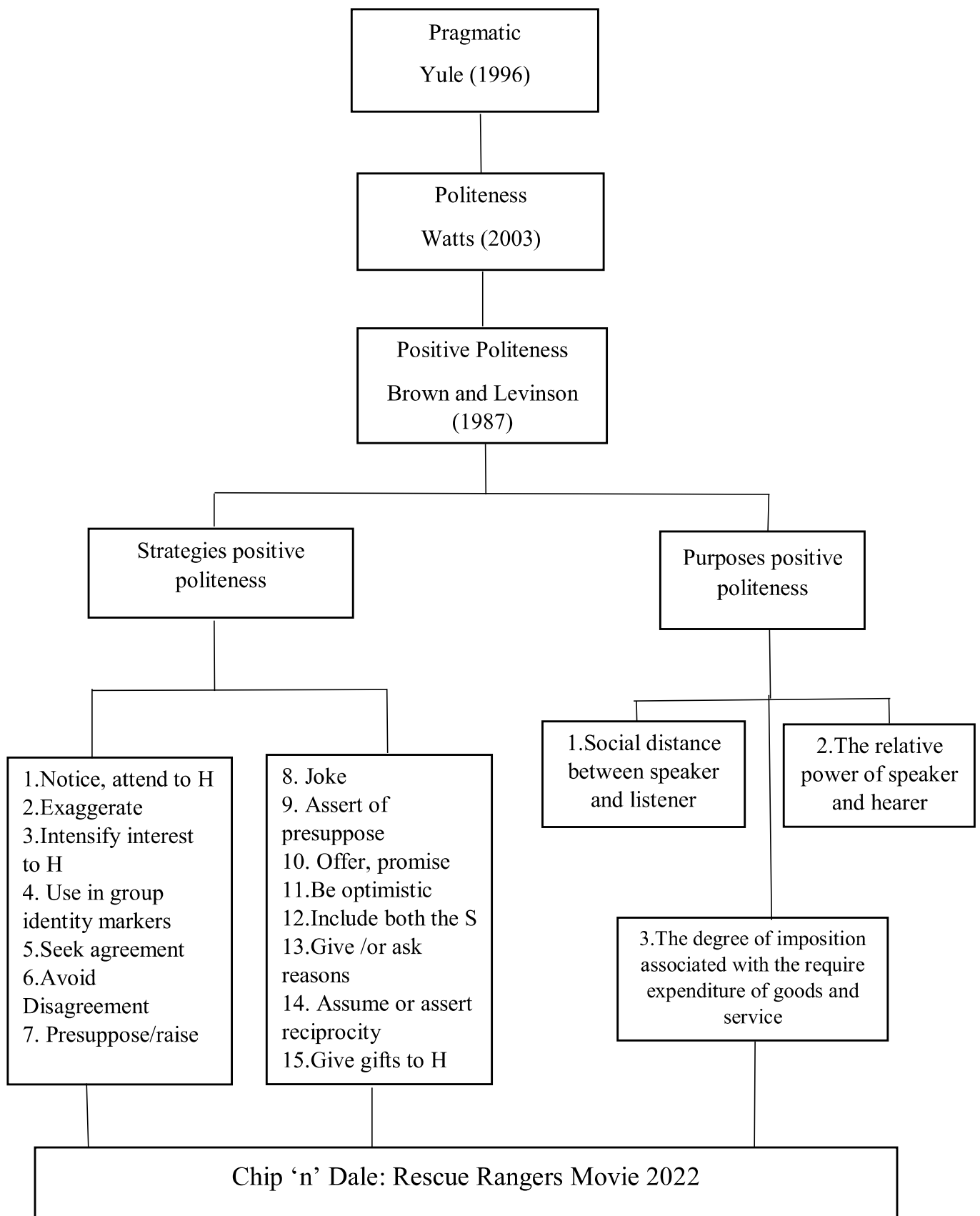


Figure 2.1 Theoretical Framework