

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Pragmatics is a branch of linguistics that studies hidden meanings (Yule, 1996). Semantics is also the study of meaning. The difference between semantics and pragmatics is very far, where semantics is the study of written meaning, while pragmatics is the study of spoken meaning from the interlocutor. Culpeper et al. (2017) also argued that pragmatics is how meaning is produced by the speaker and how the listener interprets it. Studying pragmatic is useful for facilitating communication because they both understand each other.

Pragmatics is the study of the relationship between linguistics and humans. The advantage of pragmatic studies is being able to interpret the meaning of the speaker addressed to the interlocutor, such as interpreting their goals, their ideas, or their actions. The reason researcher is interested in analyzing the pragmatic approach is because Pragmatics is a branch of linguistics that studies hidden meaning and analyze the utterances that come out of the speaker or hearer. As stated hidden meaning because the listener must be able to interpret the intent and purpose of what the speaker said.

2.1.1 Politeness

Politeness is an expression that aims at reducing the threat someone else faces. From the explanation above, it can be concluded that politeness is an action given by the speaker to the listener in the form of care and attention with the aim of making the listener's face always positive. Another opinion about politeness is that

politeness can be measured through the listener's feeling of satisfaction. This can be achieved by always minimizing the negative face and maximizing the positive face of the listener.

2.1.1.1 Positive Politeness

Positive politeness pay attention to the listener with a positive face and willingness to treat the listener as someone who is liked or valued (Wei et al. 2017). The examples of positive politeness in everyday life are expressions of approval, cooperation, sympathy, and praise. Positive politeness strategies indirectly show an intimate relationship or closeness between the speaker and listener so that it can reduce the negative face in every conversation. There are two kinds of faces, namely positive face, and negative face. A positive face is a face that does not contain an element of facial threat that aims to save the listener's face. While a negative face is a face that contains elements of threats to the faces of others that make people feel uncomfortable. Yule (2020) argued that the act of satisfying the listener's positive face is called positive politeness. It helps the speaker to show approval, respected and praise with the listener. Furthermore, positive politeness is divided into several types as follows:

A. Notice, Attend to Hearer (wants, interests, needs, and goals)

In this type, the speaker focuses on the condition and situation of the listener (Brown and Levinson, 1987). Speaker is required to pay attention to the listener's wishes such as responding to the listener's condition or anything that makes the listener feel cared for, such as showing solidarity which makes the relationship closer. Thus, the listener will be aware that the speaker is paying attention to the situation.

Example:

“What a beautiful vase this is! Where did it come from?”

(Brown & Levinson, 1987)

B. Exaggerate (interest, approval, sympathy with the hearer)

This type is used by someone to show the speaker's desire, approval, compassion, and so on (Brown and Levinson, 1987). The implementation of this strategy can be through exaggerated intonation, which makes listeners feel flattered.

Example:

“What a fantastic garden you have!”

(Brown & Levinson, 1987)

C. Intensify Interest to Hearer

In this type, the speaker tries to maximize his desire to speak to the listener and make a good story (Brown and Levinson, 1987). The implementation of this strategy is to place the listener in the middle of the conversation being discussed so that the listener can listen well and feel considered as a listener.

Example:

“I come down the stairs, and what do you think I see? — a huge mess all over the place, the phone’s off the hook and clothes are scattered all over . . .”

(Brown & Levinson, 1987)

D. Use in a Group Identity Marker

In this type, the use of greetings, slang or jargon is a form of application (Brown and Levinson, 1987). Community solidarity can be seen from the agreement of other people as members of the same group.

Example:

“Bring me your dirty clothes to wash, darling”

(Brown & Levinson, 1987)

E. Seek Agreement

The application in this type can be applied when the speaker agrees to find a safe topic (Brown and Levinson, 1987). With the intention of the speaker showing his agreement with the listener in order to satisfy the listener. During the communication process, the speaker optimizes looking for ways to agree.

Example:

A : “John went to London this weekend!”

B : “**To London!**”

(Brown & Levinson, 1987)

F. Avoid Disagreement

The implementation of this type is that the speaker tries to avoid his disagreement with the listener through white lies, pseudo-agreements, and token agreements (Brown and Levinson, 1987). This method aims to cover up lies that will make listeners disappointed.

Example:

A : “You hate your Mom and Dad.”

B : “**Oh, sometimes.**”

(Brown & Levinson, 1987)

G. Presupposing, raising, asserting common ground

The application of this type is to propose small discussions with the listener, where the speaker can improve his relationship with the listener by sharing the same opinions, advice, interests, and beliefs (Brown and Levinson, 1987). An example is the use of tags questions with decreasing intonation in some local dialects of British English.

Example:

“I had a really hard time learning to drive, didn’t I.”

(Brown & Levinson, 1987)

H. Jokes

The application of this type is to make jokes in conversations with the aim of creating intimacy and closeness with listeners that can make listeners feel at peace (Brown and Levinson, 1987).

Example:

“How about lending me this old heap of junk?” (H’s new Cadillac)

(Brown & Levinson, 1987)

I. Assert/ Presuppose

The implementation of this type is to show that the speaker knows the listener's personal information with the aim of satisfying the listener (Brown and Levinson, 1987).

Example:

“I know you can’t bear parties, but this one will really be good — do come!”

(Brown & Levinson, 1987)

J. Offer or Promise

Application this type is to make the listener feel special by understanding his or her wants (Brown and Levinson, 1987). This strategy is used to minimize the FTA of the listener's face. This strategi can offer some promise to make listeners believe.

Example:

Lisa : **“I will lend you my scarf tomorrow, if you do not have any time to buy it tomorrow.”**

Jenny : **“Okay Lisa.”**

(Saragih et al., 2019)

The conversation above used a positive politeness strategy. One of it is Offer/Promise. This is clearly shown when Lisa as the speaker lends a scarf to Jenny as the hearer. This is a form of the speaker's offer to the listener, and this made the listener felt happy and gave a good response.

K. Be Optimistic

The implementation of this type is to make yourself an optimist. in other words, listeners are always optimistic that they can follow the speaker's wishes with a positive face (Brown and Levinson, 1987).

Example:

Wait a minute, you haven't brushed your hair! (As husband goes out of the door)

(Brown and Levinson, 1987).

L. Include Both Speaker and Hearer in Activity

The implementation of this type is for speaker and listeners to carry out activities together (Brown and Levinson, 1987). The speaker can use the word "we" to make the conversation feel belonging to both the speaker and the listener. In this way the speaker has saved the listener's face with the speaker's concern for the listener to join the conversation.

Example:

“Let's get on with dinner, eh?”

(Brown and Levinson, 1987).

M. Give or Ask for Reason

The implementation of this type is to show cooperation between the speaker and the listener with the aim of the listener knowing the intent of the speaker (Brown and Levinson, 1987)

Example:

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

(Brown and Levinson, 1987).

N. Assume or Assert Reciprocity

The implementation of this type is the cooperation between the speaker and the listener (Brown and Levinson, 1987). That is, there is a reciprocal relationship between the speaker and the listener to trust each other.

Example:

Lisa : **“Jenny, if you help me for doing my homework, I will buy you a chocolate.”**

Jenny : **“Hahah okay, do not forget it.”**

(Saragih et al., 2019)

The conversation above used positive politeness, namely Assume or Assert Reciprocity. This was shown when speaker and hearer work together and trust each other. This was shown when the speaker asked for help and would give a reward when the hearer was willing to help. This utterance reduces FTA and makes the hearer feel good.

O. Give Gift to the Hearer

This is the last type. The implementation of this type is to give gifts to listeners give the listener gifts in the form of goods or enthusiasm, attentions, and others (Brown and Levinson, 1987).

Example:

Lisa : “**Jenny, these are the sweetest apples in this world.** I bought it special for you.”

Jenny : “OMG, I can’t believe it, but thank you my beloved friend Lisa.”

(Saragih et al., 2019)

The conversation above used positive politeness strategies, namely Give gift to hearer. This was shown when Lisa as speaker bought a special apple for Jenny as hearer. This kind of utterance reduced FTA and makes hearer felt cared for.

2.1.2 Violating

In pragmatics, people can study about cooperative principle and politeness. However, according to (Cutting, 2002), the cooperative principle sometimes conflict with the politeness strategies. If the speaker wants to express positive politeness, they may violate cooperative maxims. The following is an example when a speaker expresses a positive politeness strategy and violates the cooperative maxims: (2:48)

A : How do I look?

B : **Good (Thinks: “Awful”)**

(Cutting, 2002)

It is clearly seen that B applies avoiding disagreement strategy of positive politeness. To save the hearer’s positive face, B prefers to tell a white lie than insult A with the reality. B hides his or her true opinion that A does not look good. Thus, B violates the maxim of quality by not being sincere.

According to Cutting & Kenneth (2020), when a speaker violates a maxim, he or she said something that made listeners not know the true meaning of saying. Therefore, the listener only knows the surface meaning of saying. Cutting &

Kenneth (2020) described the maxim violation and provides some examples as follow.

2.1.2.1 Violation of Quantity Maxim

The first type of maxim violation of cooperative principle is violation of quantity maxim. When a speaker violates the maxim of quantity, he or she does not provide enough information to the hearer to understand what is being talked about.

Example:

“Jenny tells of a recent meeting with an elderly English woman. ‘She’d been invited with her sister to have dinner with one of the Polish chaps and his friend and, to cut a long story short, she’d married him.’”

(Cutting & Kenneth, 2020)

2.1.2.2 Violation of Quality Maxim

The speaker who violates the maxim of quality may deliver the wrong information and not being sincere to the hearer. Thus, lying is a violation of quality maxim.

Example:

“As far as I know, there’s no reason to not turn the lights on.”

(Cutting & Kenneth, 2020)

2.1.2.3 Violation of Relation Maxim

If a speaker violates the maxim of relation, he or she will say something that is not relevant with the previous statement.

Example:

A : “I mean, just going back to your point, I mean to me an order form is a contract. If we are going to put something in, then let’s keep it as general as possible.”

B : “Yes”

(Cutting & Kenneth, 2020)

2.1.2.4 Violation of Manner Maxim

The last type of maxim violation is violation of manner maxim. When a speaker tells an ambiguous statement, he or she can be said to violate the maxim of manner. Moreover, the speaker may also avoid being brief and orderly in delivering his or her message.

Example:

“Um I frst wanna make clear a couple of things. Um first of all what is it exactly that evolves?”

(Cutting & Kenneth, 2020)

2.2 Previous Research

In conducting this research, there were seven previous researches. One of the previous research by Yoseka and Ambalegin (2021) covered identifying the positive politeness strategies used theory by Brown and Levinson (1987) in Switched Movie by John K.D. Graham. The results of this research were found 15 utterances that use in-group identity markers and avoid disagreement which was the most dominantly used in this movie. In addition, other strategies were also found, namely exaggeration, presupposing, rising, asserting common ground, assert or presuppose and intensify interest to hearer, and assume or assert reciprocity. However, there were some strategies that were not found in the data source.

The second previous research was by Putu et al. (2022). This research aimed at investigating how positive politeness and negative politeness strategies are implemented by characters in the movie Every Wake Breath, and which strategies

are most widely used. This research proposed by Brown and Levinson (1987). The results stated that the dominant positive politeness strategy used was Strategy 4: Use in group identity markers. On the other hand, the researchers identified five types of negative politeness strategies applied by character. Then, it can conclude that this study was 17 (70.83%) of the total 24 utterances aroused positive politeness strategies while 8 (29.17%) reflect negative politeness strategies. The dominance of positive politeness strategies showed socially close relationships and solidarity expressed by the characters.

The third previous research by Irmila Riyasa Puteri et al. (2022). This research aimed at finding positive politeness strategies used by the characters, and to describe the factors influencing the characters chose positive politeness strategies. This research was discussed based on theory of Brown and Levinson (1987). The results of this research stated there were fourteen strategies of positive politeness strategies were found among the characters' dialogue in "Ratatouille" movie. Moreover, there were two factors influencing the choice of positive politeness strategies, namely the payoffs and the relevant circumstances: sociological variables.

The fourth previous research was by Dewi and Putu (2023). This research aimed at focusing on analyzing the positive politeness strategies used by the main character in the animation movie "Encanto". This research used the theory presented by Brown and Levinson (1987). The results of this research found 20 utterances of positive politeness expressed by the main characters. The most dominant positive politeness strategy was Give or Ask for Reasons with the proportion of 35%. The least used strategy was Exaggerating, Avoid Disagreement,

Offer/Promise, Be Optimistic, and Give Gifts to Hearer was found one data per strategy.

The fifth previous research aimed at identifying the types of positive politeness strategy used by Oprah Winfrey and Dwayne Johnson and explained the reasons and factors that influenced in Oprah's 2020 Vision Tour Visionaries. This research was presented by Kusanaghi et al. (2023) that used theory of Brown and Levinson (1987). The results of this research stated that it was found 12 positive politeness strategies in the data source. Then, there were two factors that affected positive politeness strategies, namely the payoff was a priori consideration, and the circumstance was Sociological variable.

The sixth previous research that it was found by Warouw et al. (2023). This research was conducted to describe positive politeness strategies used in the movie Moana. The theory that also used was Brown and Levinson (1987). The results of this research were to reveal 3 positive politeness strategies in Moana movie. The statistics were as follows: 13 Intensifying interest to Hearer, 4 Exaggerating, and 4 promising or offering. In this research, the most dominant positive politeness strategy used was Intensifying interest to Hearer.

Furthermore, the seventh previous research focused on positive politeness strategies researched by Agung and Rwa (2023). This research aimed at finding out positive politeness strategies used by the main character in the movie Entitled Luck. This research used the theory suggested by Brown and Levinson (1987). The results stated that it was found Notice, Attend to Hearer 4 times, Exaggerating 1 time, Intensify Interest to Hearer 1 time, Use In-group Identity Markers 3 times, Seek

Agreement 5 times, Avoid Disagreement 3 times, Presuppose/Raise/Assert Common Ground 2 times, Joke 1 time, Assert or Presuppose 1 time, Offer or Promise 1 time, Be Optimistic 1 time, Include Both S and H in the Activity 2 times, Give or Ask Reason 4 times, Assume or Assert Reciprocity 1 time, Give Gifts to Hearer 4 times.

Looking at the previous research, there are similarities and dissimilarities between present and previous research. The similarities are discussing positive politeness strategies that use Brown and Levinson (1987) theory. There are several dissimilarities between priors and current research. Researcher analyzed the relationship between positive politeness strategies and maxim violation. Cutting (2002), the cooperative principle is contrary to positive politeness strategies. Sometimes when speaker want to express positive politeness strategies, they tend to violate maxims. This aims at protecting the hearer's face from words that do not please the hearer. Cutting & Kenneth (2020) explained that when someone violates the maxim, the person says what the other person doesn't know or doesn't tell the truth. Therefore, the listener only knows from the outside according to what the speaker is saying. Furthermore, the second dissimilarity in the selected data source. As a result, this research used a pragmatic approach entitled "An Analysis of Positive Politeness Strategies in "Modern Family" Movie: Pragmatics Approach".

2.3 Theoretical Framework

This research described pragmatics, especially strategies of positive politeness. This research used the theory of Brown and Levinson (1987). Furthermore, the researcher also discussed the maxim violation of cooperative principles when the characters utter the positive politeness strategies. The

researcher attempted to find out the relationship between positive politeness and the maxim violation, especially the one which is related to the discussion of the movie.

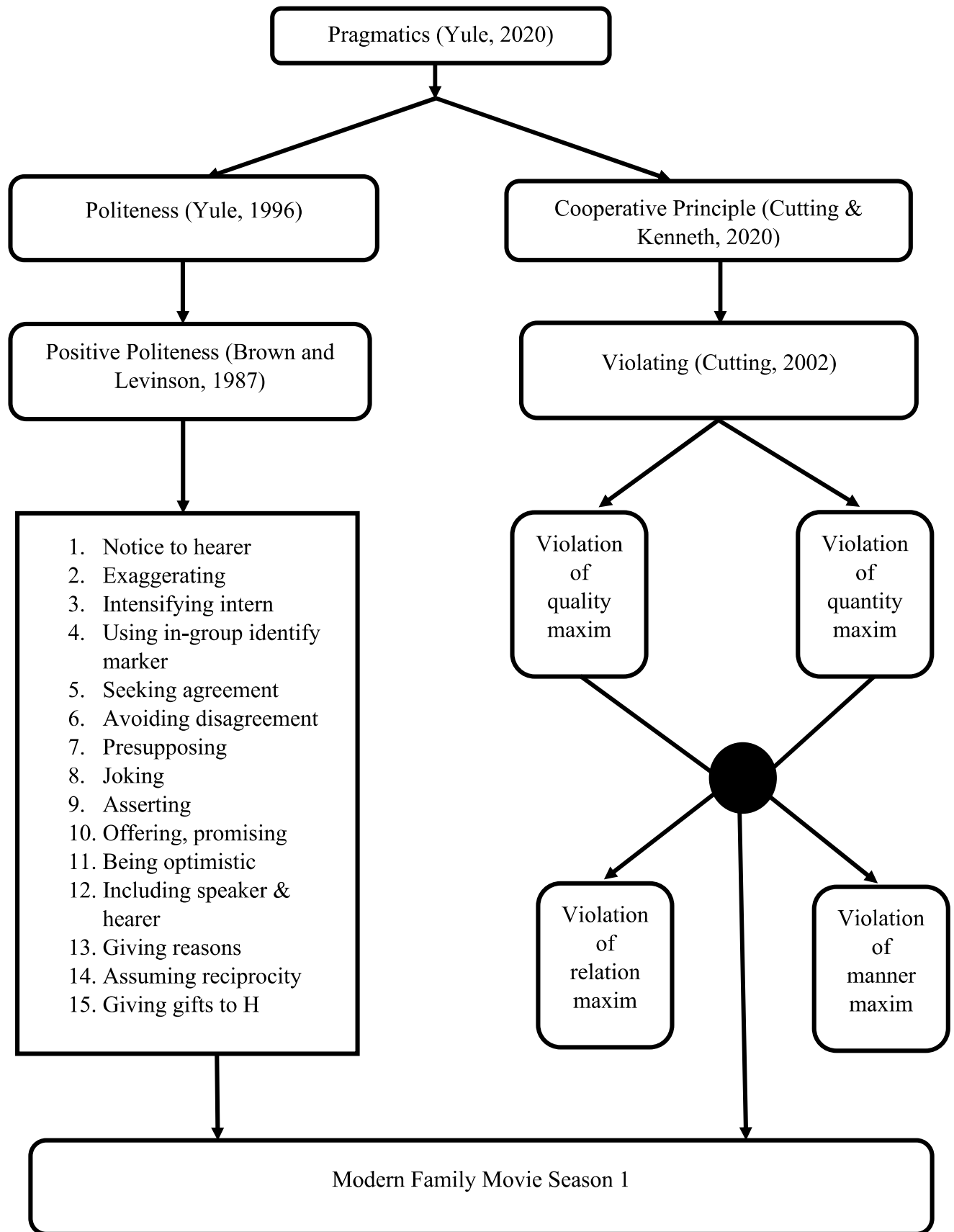


Figure 2. 1 Theoretical Framework