

CHAPTER II REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Based on the knowledge of pragmatics, of course, what interpretation of speech involves the speaker in a particular context and how that context can be achieved Pragmatics can also be used as a language context in producing the utterances of a speaker to his listeners, because pragmatics is the study of the speaker's meaning, According to Yule, (1996:156) In this case, of course, many people heard the speaker's speech but do not know or do not understand what the speaker's intentions and meanings are conveyed in the discourse, pragmatics can describe a person's ability to understand language speech because it has the meaning was hard to guess.

This research includes understanding the meaning of utterances contained in a conversation. The relationship in the film "Storyteller" where there are many uses of language that are not easily understood by the meaning conveyed by the speaker. In accordance with the explanation of pragmatics that pragmatics is closely related to meaning, speech and context, in detail pragmatics can be used according to certain contexts as conveyed by the interlocutor in certain contexts. In general, pragmatic discussion refers to the utterance and context of meaning chosen by the speaker. By using speech act utterances, there are many types of language utterances used by speakers, both those delivered directly or indirectly, along with the use of pragmatics in understanding the

meaning of speech, of course also in conveying a language utterance has the grammar used by someone in conveying it something with other people or interlocutors, namely politeness.

2.2.1 Politeness

As stated Lakof, (1976) Politeness is a form of behavior developed in people's lives in daily activities to reduce friction in personal interactions, on journal Mahmud, (2019) because that the most relevant concept in politeness is the "face" because through the human face can express the emotional and social feelings that everyone has mentioned by Yule (1996). If someone says something that threatens another person's self-image, it can threaten the other person's face, for example when using a direct speech act to make someone does something using a soft speech act and in a low voice as if one has considerable social sense with the person others. This is because being polite has several rules namely, don't force, give choices, make feel happy, and be friendly.

2.2.2 Positive Politeness

Satisfying and fulfilling the wishes of the hearer is an action that leads to a positive politeness strategy, Septaria & Ambalegin, (2023). Based on Levinson theory, positive politeness can be used when talking to people we don't know, but we try to show friendliness and familiarity to that person through good attitude and language. To get good interaction with the listener so that the interaction is not awkward, we as speaker show a friendly attitude towards the listener to give a good impression, so that the listeners understand that we have the same wishes.

This strategy aims to strengthen the relationship between the speaker and hearer where the speaker desires are seen as a shared ambition between the two and also to encourage smoother social interactions by trying to reduce the distance between the speaker and hearer by showing concern and friendship which ultimately reduces face threatening (FTA). Therefore, the face that is meant is directed at a person's self-image, so the face is divided into two, namely positive face and negative face. Positive face creates the hearer desires not to contain threats to other peoples face with the aim of saving the hearer face. Meanwhile, negative face is a face that contains threats to other people complies with the speaker wishes. Therefore positive politeness is divided into several parts as follow:

a. Notice, attend to hearer (wants, interest, needs, goals)

This type of positive politeness focuses on the situation and the condition of the speaker and the hearer, Brown & Levinson, (1987) at this type it is as if the speaker and the listener have an extraordinary closeness and solidarity tend to express approval of the person's desires and thus make the relationship accessible to both sides, Yuniarti et al., (2020)

Example:

| | |
|----------|--|
| Patience | : Hi, Ophelia Powers? |
| Ophelia | : Yes? |
| Patience | : I'm Patience Philips, I called about adopting a cat? I saw your flyer at my vet's office |
| Ophelia | : Oh yes, do come inside |
| Patience | : I like your cats, where you get the beautiful cats like mauw? |

b. Exaggerate (interest, approval, sympathy)

In this type of strategy is usually used to exaggerate or give compliments to the hearer, so that the speaker indirectly conveys a sense of empathy for the hearer. When speaker give compliments to hearer, they tend to do so dramatically to maintain their self-image and face. Yuniarti & et al., (2020)

Example:

- Ophelia : The application is mostly a formality I have a sense about people
 Patience : Well, I've always liked animals. Cats specifically I mean, *I love them... worship them, even.*

c. Intensify interest to hearer

In this part of strategy there is another way by the speaker used to intensify interest with his own contribution with the aim of conveying his wishes to the hearer by creating a good story to attract the hearer attention, Brown & Levinson, (1987). In this case, the speaker's interest with a form of praise or created a good story topic. Yuniarti, et al.,(2020)

Example:

- Patience : Private plane crash, I was eleven , actually the last thing they gave me was itten.. Fatso
 Ophelia : sucks her breath in at this insulting name
 Patience : *He was very round not from overfeeding or anything, just really, he didn't mind. Anyway, he was with me a long time, till early this year, he didn't come at the sound of the opener, which kind of franked me out, I found him just, curled up there in this his little bed*

d. Use in-group identity markers

In this type showing a strong sense of connection with the hearer, it is marked by using group identity markers that contain slang or jargon, dialect and address. According to Brown & Levinson, (1987) the importance of use-group identity markers in groups to claim, the sameness of members in the group, to avoiding FTA. Yuniarti, (2020)

Example:

Bartender : What can I do for you?
 Patience : *White Russian*, no ice, holds the vodka, hold the kahlua, cream, straight up

e. Seek Agreement

In this type taking an agreement about the topic of the discussion, namely by claiming similarities between the speaker and listener to provide and agreeable response to the topic that will be raised Brown & Levinson, (1988) Brown & Levinson, (1987). Doing a deal with the same topic can provide agreement with the interlocutor to fulfill the speaker's wishes can be achieved. Yuniarti et al., (2020)

Example:

Lone : Well, I'm not sure how you did it, but I'm impressed.
 Well, I saw how you did. And so I am, you know what
 Patience : *I would love to, but I can't. Not tonight, I've got...some business.*

f. Avoid Disagreement

To avoid conflict when differences of opinion occurred. This is caused when the speaker forces himself to agree with the hearer. Brown and Levinson,

(1987) mentioned the desire to appear to agree with the hearer leads to mechanism of feigning agreement. Rahayuni et al., (2023)

Example:

Nathan : His blood pressure goes up and down and he's constantly open to infection
 Lou : But there's medical advances taking place all the time. Right?
 Nathan : *Well, yeach. But not one's worked out how to fix a spinal cord yet.*

g. Presuppose (raise, assert common ground)

This types discuses gossip or small talk, point of view operation and presupposition manipulations. Talking about this strategy is related to the speaker's desires to add a topic that is not related in the discussion, shown by the speaker to the listener as a sign of friendship, to improve the FTA. According to Brown and Levinson discussing irrelevant topics in the form of small talk of general interest and values is part of strategy of presuppose (raise. Assert common ground) Rahayuni et al., (2023)

Example:

Brooks : Was that *tuna melt on seven grain?*
 Murph : If only

h. Joking (make a joke)

The speakers try to get the hearer attention to make them feel comfortable by making jokes at the hearer, which shows that the speaker and the hearer are cooperatively engaged in the relevant activity. According to Brown and Levinson, (1987) jokes are basic technique of positive politeness to make hearer feel comfortable. Rahayuni et al., (2023)

Example:

Brooks : Do you wanna hear what I got?
 Murph : Mmmmm
 Brooks : *My name is Brooks Rattigan.*
 Murph : I like it. It's raw

i. Assert or Presuppose

In this type the speaker knows what the listener wants as sense of concern for the hearer wants. This is referring the speaker's way of make the hearer interested in establishing cooperation, to satisfy and achieve the hearer desires. According to Brown and Levinson, (1987) confirmed and assuming the speaker knowledge and concern for the hearer shows that the speaker and hearer cooperators. Rahayuni et al., (2023)

Example:

Murph : *Look, I know it's early, but if you're in need of a roommate next year.....*
 Brooks : No. Wait, you're going to UCONS?

j. Offer, promise

According to Brown & Levinson, (1987) This strategy type provides offers and promise to hearer to create cooperation as a way to overcome the FTA threat. Rahayuni et al., (2023)

Example:

Brooks : what time should pick you up?
 Celia : You shouldn't this is year your day, but it's my rules, *so I'm gonna pick you up at one.*
 Brooks : *I'll text you my address.*

k. Be optimistic

These types of strategy expressed wants by assuming that the speaker's desires are desired by the hearer as pressure to cooperate. Mentioned by Brown and Levinson, (1987) the point of view related to cooperative strategies was the speaker assumes was the hearer wants the speakers wants. Rahayuni et al., (2023)

Example:

Gertrude : Pender I read your rewrite, and you're nicely on the right track. **If the rest of the book reads as well when you're done, you'll have somethin**

Gil : Thats is the best news i really did listen to you so I'm to hear that you, it you know, it seems like I'm you know, I'm moving forward. I mean it just means the world to me that you.

l. Include both S and H in the activity

Include listeners in the conversation marked by the use of "we" words in a conversation. Is the meaning of this type strategy. According to Brown and Levinson, (1987) include the speakers and hearers by emphasizing "we" words shows that the speaker includes the speaker in the conversation, as the aim to improve the FTA. Dewi & Ayomi, (2023)

Example:

Town Kids : What's his gift?

Mirable : **We' re gonna find out**

m. Give or ask reasons

According to Brown and Levinson, (1987 give and ask reasons are the way of speakers to implying listeners wants with the assumption of cooperation, to minimize FTA. Rahayuni et al., (2023)

Example:

- Murph : *Why don't you write about your momleaving?* That's interesting.
 Brooks : That's really short essay, actually.

n. Assume or assert reciprocity

According to Brown & Levinson, (1987) emphasizing reciprocity in conversation functions to reduce FTA. So that emphasizing reciprocity is an obligation that must be fulfilled by speakers and hearer to create cooperation. Rahayuni et al., (2023)

Example:

- Brooks : *Okay, well, how about this? I'm totally booked out tonight and tomorrow, but I am completely free on Saturday and I will make sure it stays that way, if you promise to go to Tino's with me*
 Murph : Count me in

o. Give gifts to hearer (goods, sympathy, understanding, cooperation)

According Brown and Levinson, (1987) the way to satisfy listeners is to give gifts. In this case, gifts are not only in the form of goods, but gifts are emphasizing relationship between human, as to minimize FTA. Rahayuni et al., (2023)

Example:

- Brooks client : My husband and I did this every day for the past 20 years. He passed away in June.
 Brooks : *I'm sorry to hear that*

2.2.3 Factors influencing the choice of strategies

According to Brown & Levinson (1988) there are two elements influence how speakers apply positive politeness tactics, rewards and situational factors, including relative authority, social gap and the magnitude of intrusion.

a. Payoff

Payoff, speakers use positive politeness technique to gain advantages. By assuring the listener of their affection and readiness to fulfill the listener's desires, the speaker lessen the danger to the listener's positive self-image, highlighting common interest, to show demonstrate the speakers involment in the request, consequently reducing possible risks to the listener's self-image, referred to as face threatening acts (FTA)

b. Relevant Circumstances

The importance of Face-Threatening Acts (FTA) is also impacted by scenarios and sociological aspects, which decide the extent of politeness. Three factors determine this level: The power dynamic (P), social gap (D), and the degree of intrusion (R)

2.2 Previous Studies

Below are researchers have done researched positive politeness in recent year.

The first researcher by Sartika& Ambalegin(2020),identify types of positive politeness strategies in Virgin-Meet the author. This study used qualitative method research technique, and collecting the data presented by using observational method and non-participatory techniques. This study aims to find

the positive politeness strategies in Virgin-Meet the author, by apply Brown and Levinson, (1987) theory about 15 positive politeness strategies. The result of the analysis in Virgin-Meet the author, found several strategies types of positive politeness is use-group identity markers, avoiding disagreement, giving and asking for reasons, include both speaker and hearer in the activity, and exaggerating strategy.

The second researcher by Pirdehghan, (2024) stated the purpose this study is identify politeness strategies in a speech by Jordan B. Peterson about “How to be articulate” and use observation method to presented data. The aim of this study is to categorize strategies into four main realizations is bald on-record. Positive politeness, negative politeness, and off-record, and apply by Brown and Levinson (1987) theory. The result of this study showed that the speaker employed the four types of politeness strategies during the speech, among which negative and positive politeness, together with their realizations do not presume or assume and raise or assert common ground where the most dominant.

According the result of the next researcher Oktriyani N, (2023). This type focuses on identify only two types of politeness is positive politeness and negative politeness, and apply Brown and Levinson, (1987) theory. This study used descriptive qualitative method to collecting the data. The aim of this study to analyzed how the politeness strategies are contained in Denny Sumargo personal Instagram comment. The result of this study, researcher found 20 comments containing politeness, where 14 pieces containing positive politeness and 6 pieces containing negative politeness.

The next researcher by Warouw et al., (2023). An analysis of positive politeness strategy in Moana movie, and used Brown and Levinson, (1987) theory. This researcher undertaken with the intention of describing the effective politeness technique use in the Moana movie, and used qualitative descriptive to analyzing the data. The result of this study reveal three effective politeness strategies in the Moana movie is: 13 pique the listener interest more, 4 exaggerate, and 4 make promises and offer.

According to the result of the research carried out by Afriana & Aslan, (2024). This study identifies the role of the polite language communication skills on the tourist's satisfaction Batam island numerical study. The purpose this research is to evaluate random discussions between hotel personnel and tourists in numerous hotels on Batam Island. The method applied to analyze data is descriptive statistics and regression analysis method. As the result in the study to assist staff in using the expected aspects of politeness in order to avoid the face threatening act affecting tourists' satisfaction in staying and visiting again the same hotel.

The next research by Pranika & Jayantri, (2023). Identify positive politeness used by the character in the movie Entitled Luck. Aim of the study to find out of positive politeness strategy used by main characters. To analyzed the data using descriptive qualitative method, and apply Brown & Levinson, (1987) theory. To collect the data Presented by observing, watching, and not taking. The result of this study is exaggerating 4 data, interest, approval, sympathy 1 data. Intensify interest 1 data, use in-group identity markers 3 data, seek agreement 5

data, avoid disagreement 3 data, presuppose 2 data, joke 1 data. Assert or presuppose 1 data, offer and promise 1 data, be optimistic 1 data. Include both S and H in the activity 2 data, give and ask reason 4 data. Assume and assert reciprocity 1 data, give gifts to H 4 data.

The last research by Sinaga et al., (2021). Identify an analysis of positive politeness strategy in Ome TV by Fiki Naki on YouTube. The purpose of this study to identify the types of positive politeness and negative politeness strategies and to find out the most dominant type of positive and negative politeness strategies found in the Ome TV by Fiki Naki on YouTube, used the Brown & Levinson, (1987) theory. The study method was descriptive qualitative research, and the result showed that there were 38 positive and negative politeness⁸. And the most dominant type of politeness strategies found in the talk show by Jimmy Fallon was positive politeness.

2.3 Theoretical Framework

This research was started with a pragmatic approach, the approach was carried out because this study took language politeness as the object of research. Therefore, the researcher places the types and forms of language politeness used in the film "The Storyteller" so with that as the main focus types of strategies of positive politeness and factors influencing the choice of strategies of positive politeness. This study applies the theory of politeness types from Brown and Levinson (1887) are positive politeness and then to find out the factors influencing the choice of positive politeness strategies.

Theoretical Framework

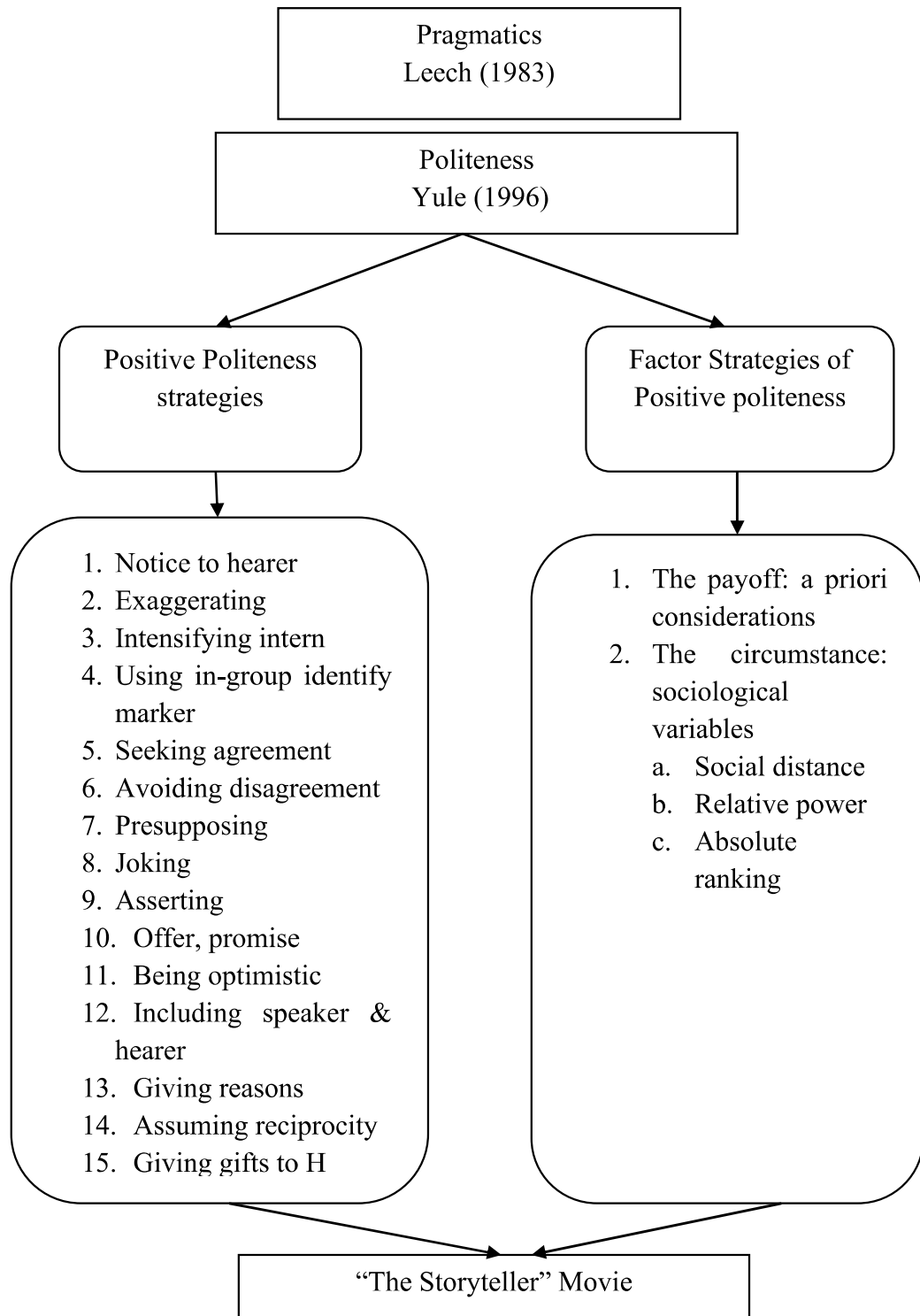


Figure 2.1 Theoretical Framework