

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1. Pragmatics

Based on Yule (1996), pragmatics interested in the analysis of meaning as expressed via a speaker and understood via a listener. It can be concluded that pragmatics is the study between the speaker and interlocutor, the speaker expresses what he/she says and the interlocutor understand it. Pragmatics is the study of situations in the use of human language that could be determined through the context of society. In addition, Leech (1983) explained that pragmatics is the study of meanings in relation to speech situation. From the explanations above, it could be said that pragmatics is a branch of linguistics that studies about the relationship between context outside language and speech. Levinson (1983) stated that pragmatics is the study of language use, that is the study of relation between language and context, which is the basic of understanding the meaning of language. Therefore, it can be concluded that pragmatics is a study about relationship between languages, meanings, and situations. The focus of pragmatics is on the meaning of the words or sentences. This research applied pragmatics approach because this study needs the context.

2.1.1.Face

The idea of “face” introduced by Erving Goffman as a sociologist. Erving Goffman (1955) stated that face is the positive public image that speaker seek to establish in social interactions. The face in the context of politeness strategies explained the desire of someone in a society to protect the face from the harms through social disturbances. There are two types of politeness strategies because there are different faces to distinguish. The forms are categorized into positive and negative face.

2.1.2.Face Threatening Act (FTA)

FTA (Face Threatening Act) is a politeness strategy the act of threatening someone wrong or unpleasant word and act. Politeness strategies used to respect others and our self to save self-image. People may not say in good ways sometimes, it may hurt the interlocutor feeling. According to Yule (1996) face threatening act is an act, which challenges the face wants of an interlocutor. The threatened could be from the speaker or the interlocutor.

2.1.2.1. Politeness Strategies

According to Yule (2010) politeness can be defined as showing awareness and consideration of another person’s face. It can be said that politeness used for communication and how to deal with someone in certain social situations. Brown and Levinson (1987) stated that everyone has self-public image, which deals to emotional and social sense of self and expects everyone else to recognize. It can be

concluded that, how someone talks to other people whether intimacy or stranger, other people will be fascinated how someone speaks well to them.

Politeness is very important for the speaker of language, every nation and culture has a different level of politeness, but most of it is the same, at a conversation, level of politeness also based on the value other than the taken action. Usually, older people, stranger and someone respected that should get a politeness, if with relatives of the same age or friends, it would still be able to act as they are without formal words and does not apply to people who is more mature than the speaker.

Based on the explanation above, it can be concluded that politeness strategy is one of communication strategy that focused on the interlocutor's face by minimizing the conflict or misunderstanding by saying good words and being polite. According to Brown and Levinson (1987), there are four strategies to maintain the psychology state: Bald on record, positive politeness, negative politeness, and off record.

a. Bald on Record

In bald on record strategy, the speaker is doing nothing to reduce the threats to the hearer's face and will probably surprise the characters to whom the speaker talking to, embarrassed them, or lead them to experience a little bit uncomfortable. Nevertheless, this kind of strategy used by the individuals who recognize each difference very well, and comfortable in their social environment, close friends and family usually determine this kind of strategy.

Yule (1996) explained that the speaker perhaps uses this strategy because had an assumption that in certain situation has a power to control someone else's act. It means that the speaker that has a higher position and power than the interlocutor can use this strategy. However, this strategy usually found in interactions between close friends or family, because it will freely express what speaker wants to convey without worrying about the interlocutor's face. Bald on record can be a little uncomfortable and embarrassing. There are five strategies in bald on record, as below and the example from Brown and Levinson (1987)

1) Showing disagreement

e.g., "I totally disagree"

2) Giving suggestion/advice

e.g., How about/

it's better for you

3) Requesting

e.g., Would you mind...?/

Do you think...?)

4) Warning/threatening

e.g., Don't do that/

if you do that again

5) Using imperative form

e.g., Think/

Be nice to your parents

b. Positive Politeness

Based on Brown and Levinson (1978), positive politeness deals to satisfy hearer's positive face. The positive strategy usually found in a group of friends, the same age and the intimacy in social situation that know well in each other. Yule (1996) explained that positive politeness strategy intends a supplicant to draw general purpose and even friendship. It can be conclude that positive politeness used to express intimacy with friends or with the social group that respected. The use of positive politeness can be seen from the intimacy and how close the speaker to interlocutor. It can be concluded that, by using positive politeness the speaker can recognize the hearer that desire to be respected. Based on Brown and Levinson there are fifteen strategies of positive politeness, as a section below:

1) Notice, and attend to Hearer

This strategy suggests to the speaker should pay attention to hearer's condition. Brown and Levinson (1987)

2) Exaggerate

The speaker can use this strategy to define the hearer's feelings, which include interest, approval and sympathy. Brown and Levinson (1987)

3) Intensify interest to Hearer

The speaker want to increase the hearer's interest by making a contribution of the conversation and make a good story. Brown and Levinson (1987)

4) Using in group identity

The speaker could show the intimacy with the hearer by using address form or jargon and slang. Brown and Levinson (1987)

5) Seek agreement

Allow the speaker and hearer to agree with the hearer statement. Brown and Levinson (1987)

6) Avoid agreement

The speaker can hide their disagreement and makes the hearer good to save the hearer's face. Brown and Levinson (1987)

7) Presuppose/raise/ assert common ground

The strategy can be used to share same interest or opinion between the speaker and hearer. Brown and Levinson (1987)

8) Joking

The speaker can show a solidarity to the hearer to make relieve a situation by making a joke. Brown and Levinson (1987)

9) Asserting the speaker's concern for the hearer's wants.

The speaker gave a concern to the hearer of declaring what hearer's want or willingness. Brown and Levinson (1987)

10) Offer and promise

The speaker can help what hearer's want by offering something or help and promise that the speaker can do it. Brown and Levinson (1987)

11) Be optimistic

The speaker being optimistic, by assuming that the hearer wants what the speaker wants for themselves and the hearer will help the speaker get it. Brown and Levinson (1987)

12) Include both speaker and hearer's activity

Speaker can use "we" in the conversation it showed speaker and hearer are in the same situation. Brown and Levinson (1987)

13) Give and asking for reasons

The speaker and hearer gave and asking for reasons of something what or why speaker and hearer wants. Brown and Levinson (1987)

14) Assume reciprocity

There is a reciprocal relationship between the speaker and the hearer and cooperation between two of them. Brown and Levinson (1987)

15) Give gifts to hearer

Speaker can make a contribution of a good story to make the hearer feels good. Brown and Levinson (1987)

c. Negative Politeness

According to Brown and Levinson (1978), negative politeness deals to satisfy hearer's negative face. Based on Brown and Levinson (1987) the avoidance of imposition on the hearer and can be considered as is the desire to remain autonomous using distancing styles like using modal verbs or hesitation, apologizing for imposition, asking questions or asking permission to ask a question. So that negative politeness used to ask or reveal the other person is not busy or not bothered by the questions that the speaker give. The main purpose of negative strategies is if the speaker does not disturb the interlocutor. According to Brown and Levinson there are some strategies in negative politeness:

1) Be conventionally indirect

e.g., using *indirect speech acts*.

2) Hedge

e.g., asking questions *such as Could you do this for me?*

3) Be pessimistic

e.g., by saying '*This probably won't be necessary but ...*

- 4) Minimize the degree of imposition
e.g., by saying *'I just wanted to ask if you could ...'*
- 5) Give deference
e.g., by the use of *certain address forms*
- 6) Apologize
e.g., by indicating *reluctance or begging forgiveness*
- 7) Impersonalize speaker and hearer
e.g., by the use of the plural *'you'* vs *'I'*
- 8) State the FTA as general rule
e.g., by using *'request'* as a noun rather than *'want'* as a verb
- 9) Nominalize
e.g., your performing well on the examinations was impressive to us
- 10) Go on record as incurring a debt or as not indebting hearer
e.g., "I'll never be able to repay you if.."

d. Off-Record

Based on Brown and Levinson (1987) a communicative act is done off record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act. This strategy is one of the most politeness strategies that speaker can use, because this strategy used indirect sentences to express something to other person. This strategy usually used on people just met. It can be concluded that this strategy is the most polite strategy because the

speaker used indirect sentences and very soft words expression to speak to the interlocutor. There are fifteen strategies by Brown and Levinson:

- 1) Give hints
- 2) Give association clues
- 3) Presuppose
- 4) Understate
- 5) Overstate
- 6) Use tautologies
- 7) Use contradictions
- 8) Be ironic
- 9) Use metaphor
- 10) Use rhetorical questions
- 11) Be ambiguous
- 12) Be vague
- 13) Over generalize
- 14) Displace hearer
- 15) Use ellipsis

2.2. Previous studies

In this study, the researcher reviewed the studies that have been done related to the concept of politeness strategies. The researcher used the studies as guidance to finish the thesis. There are many researchers have been investigated the studies about politeness strategies. The first research been done by Fitriah and Hidayat

(2018). The title is Politeness: cultural dimensions of linguistic choice. This study was about commenting on some particular aspects of Coulmas' article. The aim in their research is to introduce the politeness strategies in the target culture to the students. The results of this research was expected the students could minimize the misunderstood in communicating to people from other cultures.

Sugini, Djatmika, and Maryadi (2016) the politeness strategies performed by teachers to effectively assist children with autism in their process. This research investigated the politeness strategies of supporting the teachers by doing the jobs effectively at autism centre in Surakarta. This research performed by different female teachers with different students, and the data were collected from four learning processes. The bald on record strategy dominated the exploitation, following by positive and negative strategy, the off record strategy was not chosen by the teachers in the class.

The application of politeness strategies in English and Chinese Movie was made by Yuting Mu (2015) This research showed the differences of positive and negative strategies used between English and Chinese movie reviewers. The researcher selected five famous movies and ten corresponding movie reviews, five reviews each English and Chinese. Another study was made by Eshghinejad and Moini (2016) the study was about Politeness strategies used in text messaging: pragmatic competence in an asymmetrical power relation of teacher–student. The study was to describe the strategies between the teacher and the student whether there was any significant differences between male and female EFL. The result in this study there was no significant differences in the use positive and negative

strategies between both of the group's text messages. Therefore, the research of the study deny their hypothesis.

Furthermore, the study of politeness strategies was made by Jansen and Janssen (2010) the study was about the effects of positive politeness strategies in business letters. The study aim the effects of added and combined positive strategies to letters refuted claims to policy-holders. This study had two results of two experiments: one of the experiments have a positive effect on the evaluation of the letter, while the other two strategies have no effect at all.

e. Theoretical Framework

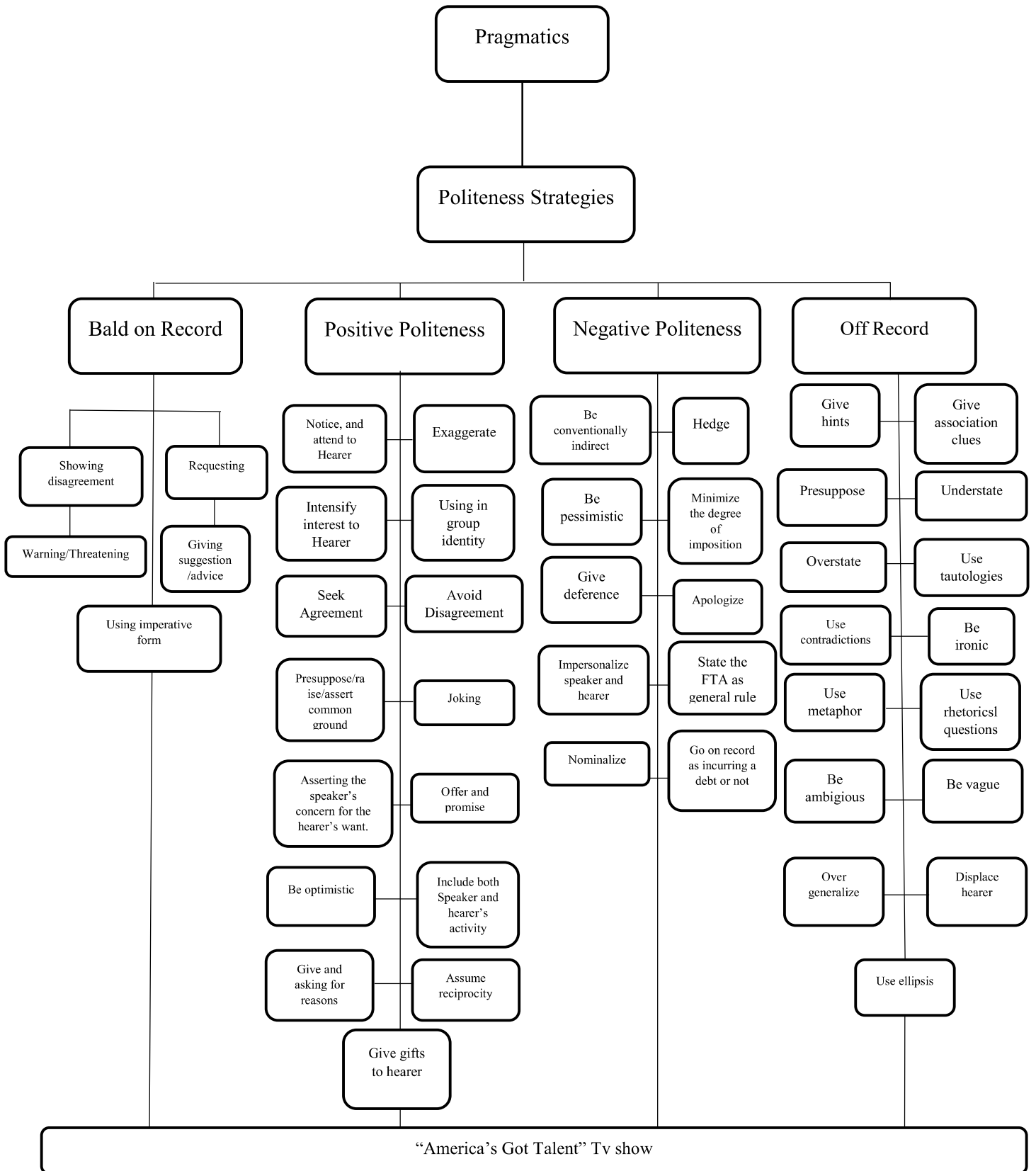


Figure 2.1 Theoretical Framework