

CHAPTER II

REVIEW OF LITERATURE

This chapter presents a brief description and explanation about the theories that support this study. There are several theories and previous studies that are related to be discussed in this chapter: Pragmatics, Politeness, Concept of Face, Face Threatening Act (FTA), Strategies for Doing FTAs, Off Record, Indirect Strategies and Previous Studies.

2.1 Pragmatics

Charles Morris (1938, p.6) defines “Pragmatics as the study of the relations of signs to interpreters”. Pragmatics is the study of those relations between language and context that are grammatically or encoded in the structure of a language.

Pragmatics is one of the fields that are studied in linguistics. Pragmatics studies a hidden meaning, which can be understood if we know the context of an utterance. There have been various definitions about pragmatics proposed by linguistic. According to Yule (1996, p.127), “Pragmatics is the study of invisible meaning or how we recognize what is meant even when it is not actually said”.

According Grundy (2000, p.275), “Pragmatics is the study of language used in contextualized communication and the usage principles associated with it”. Pragmatics is a branch of linguistics that studies about its invisible meaning

and also focuses on the users and the context of the language use rather the reference, truth or use of language in communication that everyone has their own style to deliver their intention which is not always state explicitly.

2.2 Politeness

Politeness is important in social life especially in modern life. It is much related to get peaceful and prosperous life. Leech (1985) classified the politeness principal into two categories, absolute and relative politeness.

Leech state:

Absolute politeness refers to general norms that are conducted similarly by every language. Relative politeness refers to the special norms conducted by certain speech community because it follows the dimension and standard of that community. There are several rules in order to conduct politeness to run the speech or conversation well.

Leech (1985) states that linguistic politeness includes several rules as follows; firstly, rule of attention that minimizes the limit and maximizes the profit of other. Secondly, rule of kindness that minimizes the profit of own maximizes the respect of others, and the rule of simplicity that minimizes the praise of own and maximizes the praise of others.

They consider it as the good manner or behavior of people and it is so connected with norm or ethics, that some people call politeness as the same with norm and ethics. Actually there are several opinions toward the politeness itself.

Brown and Levinson (1987, p.1) state "Politeness is basic to the production of social order, interaction and a precondition of human cooperation". Secondly,

Grundy (2000, p.146) states that "Politeness phenomena are one manifestation of

the wider concept of etiquette or appropriate behavior. Politeness' utterances encode the relationship between the speaker and ourselves as addressee". Rather different with those theories, says: "Every participant in the social process has the need to be appreciated by others and the need to be free and not interfered with, in this politeness deals with as Goffman (1956, cited in Renkema 1993, p.13). Wardaugh (1998, p.278) says that "Politeness is a very important principle in language use; as a result, we must consider others' feelings".

From those theories above, we it can be that politeness has been viewed from various opinions, but basically they have similar perception. By those different versions perhaps we can have more clear description about what politeness is actually is. In this research will be used Brown and Levinson as the main theory.

2.3 Concept of Face

According to Brown and Levinson (1987, p.61) "Face is derived from the notions of being embarrassed or humiliated, or loosing face. This face is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to interaction".

Renkema (1993, p.13) states: "Face means the image that a person projects in his social contacts with others". "Face is a property that all human beings have and that is broadly comparable to self-esteem" as Brown and Levinson with Goffman's concept (1987, cited in Grundy 2000, p.156). Thus make us give such point that naturally politeness is always influenced and ties-up

with the concept of face, because the notion of face itself the politeness is performed. Dealing with the concept of face, there are also two notions; which are so tight with; those positive face and negative face.

Grundy (2000, p.156) states that:

Positive face is a person's wish to be well thought of. Its manifestation may include the desire to have what we admired by others, and the desire to be treated as a friend and confident. Negative face is our wish not to be imposed on by others and to be allowed to go about our business unimpeded with our rights to free and self-determined action intact.

“The need to appreciate “positive face” and the need to not be disturbed “negative face” ” as Goffman (1956, cited in Renkema 1993, p.13). Generally, we have some comprehension toward the terms of face from those theories above and distinctively make us more understand, because when we interact with others we usually consider how we will not lose face and how often we try to maintain our face. This research intends to use Brown and Levinson as the basis of face concept.

2.4 Face Threatening Act (FTA)

In communication, especially in interaction, human being often makes several threats to their participants and it is so natural. However, we may have a way to make the relationship between the participants stable by the threats. In accordance with Renkema (1993, p.13) as quoted from Brown and Levinson, he says: “Participants in conversation should, therefore, not violate one another's ‘face’. Refusing a request and reproaching someone are actions which can from a threat to the other's positive or negative face”.

Brown and Levinson (1987, p.65) say:

It is intuitively the case that certain kinds of acts intrinsically threaten face, namely those act that by nature run contrary to the face wants of the addressee and or of the speaker. By 'act' we have in mind what is intended to be done by a verbal or nonverbal communication just as one more 'speech acts' can be assigned to utterance.

It means that, we should not make actions that can cause threat to other's positive face and negative face.

Brown and Levinson, Renkema (1993, p.14) state:

"The intensify of the threat to face is expressed by a weight (W) that is linked to an FTA. This weight is the sum of three social parameters: a) the rate of imposition, which is the "absolute weight" of a particular act in a specific culture; b) the social distance between the speaker and the person addressed; conclusion, the formula of the intensify to threat face. $W(FTA) = R + D + P$ "

From the quotation above, we know that Brown and Levinson developed theory on the relationship between intensify of threat to face and linguistically realized politeness.

2.5 Strategies for Doing FTAs

There are several strategies for doing FTA's, used to minimize the threat and reduce the violation of face to a minimum; therefore, the stability can be preserved as much as possible. Brown and Levinson gave the possible sets of strategies in doing the FTA's that are chart as follows:

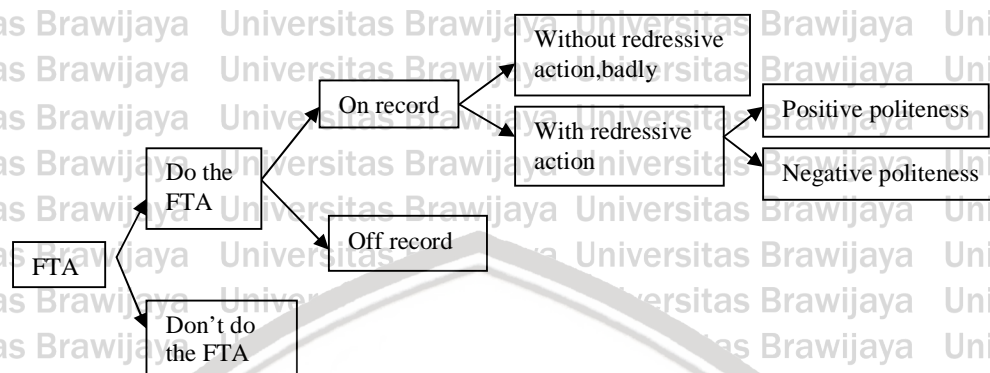


Chart 2.1 Strategies in doing the FTA

Brown and Levinson (1978, p.69)

Threatening someone's face directly (on record) can be used by several strategies: **Doing FTA without Action and Doing FTA with Redressive Action.**

2.5.1 Doing FTA without Action (Bald On-Record Strategy)

Brown and Levinson strategy (Doing FTA without Action) provides the speaker no effort to reduce the impact of the FTA's. The speaker will most likely shock the person to whom he or she is speaking to, embarrass them, or make them feel a bit comfortable. However, this type of strategy is commonly found with people who know each other very well, and are very comfortable in their environment, such as close friends and family. There are different kinds of bald-on record usage in different circumstance, because the speaker can have different motives for his wants to do the FTA. First, those where the face threat is not minimize, where face is ignored or is irrelevant; and second, those where in doing the FTA baldly on record, the speaker minimize face threats implication.

Example:

- a) An Emergency : Help!
- b) Task oriented : Give me that!
- c) Request : Put your coat away.
- d) Alerting : Turn your headlights on!

2.5.2 Doing FTA with Redressive Action

In doing the FTA on record, an actor goes on record in doing an act if it is clear to participants what communicative intention led the actor to do the act. It consists of: **positive politeness and negative politeness.**

a. Positive Politeness Strategy

Positive politeness is the way for redressing or satisfying the hearer's positive face. Here, this can be applied by using several strategies. This strategy is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It is usually to minimize distance between them by expressing friendliness and solid interest in the hearer's need to be respected (minimize the FTA).

There are some strategies according to Brown and Levinson (1987, p.101-129) that may be conveyed by the speaker in their conversation in order to have politeness:

1. Be Optimistic

The strategy where S to be so presumptuous as to assume H will cooperate with him may carry a tacit claim commitment for S to cooperate with H as well or at least a tacit claim that H will cooperate with S because it will be in their mutual shared interest. S assume that H wants for S or for H and S, and will help him to obtain them.

Example : *I'll just come along, if you don't mind.*

"You'll lend me your apartment-key for the weekend, I hope."

2. Notice Attend To Hearer (His Interest, Wants, Needs, and Goods)

Generally, this strategy suggests that the speaker should notice the condition of the hearer which looks as though the hearer would like the speaker to notice and approve of it. Suggests that S should take notice of aspects of H's conditions.

Example: *"You must be hungry, it's a long time since breakfast. How about some lunch?"*
"You look great"

3. Exaggerate (Interest, Approval, Sympathy with Hearer)

This often done with exaggerated intonation, stress, and other aspects of prosodic.

Example : *"What a fantastic garden you have!"*
"That's a nice haircut you got; where did you get it"

4. Intensify Interest To Hearer

Intensify the hearer's interest one of the ways of speaker in attracting the hearer's attention. Making a good story is an example of this strategy.

However, the use of directly quoted speech rather than indirect reported speech is another feature of this strategy, as is the use of tag question or expressions that draws hearer as a participant into the conversation. S

intensify the interest of his own contribution, by "making a good story" and

draw H as a participant into the conversation with direct questions and

expressions like *you know, see what*

Example : "You know, isn't it?"

"I mean and isn't it."

5. Use In Group Identity

The speaker may stress common membership in a group or category. This

emphasizes that both the speaker and the hearer belong to some set of person

who share some wants. The positive politeness strategy of this method is the

use in-group identity markers. However, the strategies include in this method

are: in-group usages of address forms, of language or dialect, of jargon or

slang, and ellipsis. The address forms used to convey such in-group

membership include generic names and terms of address, such as honey,

dear, brother, sister, sweetheart, etc. Furthermore, the use in-group language

or dialect includes the phenomenon of code-switching which involves any

switch from one language or dialect to another in communities. Using any of

the innumerable ways to convey in-group membership: address forms, language or dialect, jargon or slang and ellipses.

Example : *Heh, mate, can you lend me a dollar?*

“Honey, can you give me the beer?”

6. Seeking Agreement

Agreement can be stressed by repeating part or all of what the preceding speaker has said in conversation. S seeks ways in which it is possible to agree with H.

Example : *“I hate this politicians, they know nothing about the small citizen, they earn....”*

“She had an accident last week. Oh my God, an accident!”

7. Avoiding Disagreement

The strategies to avoid disagreement are: Token agreement, it means that the desire to agree or appear to agree with hearer leads also to mechanism for pretending to agree, instances of token agreement. For instance, the speaker responds to a preceding utterance with “yes, but...” rather than with “no” to appear the agreement or to hide the disagreement. White lies, it is the positive politeness strategy used by the speaker to avoid disagreement, therefore he wants to lie rather than damage hearer’s positive face. The desire to agree or appear to agree with H leads also to mechanisms for pretending to agree: white lies and hedges.

Example : *“Yes, it’s rather long; not short certainly”.*

“It’s really beautiful in a way.”

8. Raising Common Ground

It can be done by gossip or small talk. The value of speaker's spending time and effort on being with hearer, as a mark friendship or interest in him, give raise to the strategy of redressing an FTA by talking a while about unrelated topics. Another strategy is personal centre switch: speaker to hearer, this is when speaker speaks as if hearer were speaker, or hearer's knowledge was equal to speaker's knowledge. However, sometime the speaker uses tag question in his conversation. The value of S's spending time and effort on being with H, as a mark of friendship or interest in him, by talking for a while about unrelated topics.

Example : *"Isn't it a beautiful day?" And she says to Jim, 'I love you!', and he says... "How are you?"*

9. Joking

Joke is the basic positive politeness technique used to minimize the FTA.

Jokes are based on mutual shared background and values and putting H "at ease".

Example : *"Wow, that's a whopper!"*
"How about lending me this old heap of junk?" (H's new cadillac)

10. Asserting Or Presupposing

One way of indicating that speaker and hearer are cooperation is to assert or imply knowledge of hearer's wants and willingness to fit one's own wants

with them. Assert or imply knowledge of H's wants and willingness to fit one's own wants in with them.

Example : *"Look, I know you want the car back by 5.00, so should (not) go to the town now?"*

11. Offering And Promising

Offer and promise can indicate the speaker and hearer are cooperators.

However, speaker may choose to stress his cooperation with hearer by claiming that whatever hearer wants, speaker wants for him and will help him to obtain.

Example : *"If you wash the dishes, I'll vacuum the floor.
"I'll try to get it next week!"*

12. Including Both Speaker and Hearer In The Activity

In order to stress the cooperativeness between speaker and hearer, an inclusive "we" from can be used.

Example : *"If we help each other, I guess, we'll both sink or swim in this course.
"Let's go, girls!"*

13. Giving (Or Ask For) Reasons

Another way of indicating that speaker and hearer are cooperative is by including hearer in the activity, for speaker to give reasons as to why he wants what he wants.

Example : *"Why don't we go to mall".
"Why don't we go shopping or to the cinema?"*

14. Assuming Or Asserting Reciprocity

The cooperativeness between speaker and hearer can be stressed by giving reciprocal rights or obligations obtaining between speaker and hearer. S and H may claimed or urged by giving evidence of reciprocal rights or obligations obtaining between S and H.

Example : *"I'll do X for you if you do Y for me".*

"Yesterday I 've washed the dishes, so today it's your turn!"

15. Fulfill Hearer's Wants For Some X: Give Gifts To H (Goods, Sympathy, Understanding, Cooperation)

The last positive politeness strategy is giving gifts to hearer (good, sympathy, understanding, cooperation). However, this strategy can be used to fulfill some hearer's wants and to satisfy some hearer's wants. S may satisfy H's positive-face want by actually satisfying some of H's wants (action of gift-giving, not only tangible).

b. Negative Politeness Strategy

Negative politeness is the way for redressing or satisfying the hearer's negative face (it is used as the way to minimize the potential loss of face of the hearer). Almost the same as positive politeness, negative politeness can also be applied through several strategies in accordance with Brown and Levinson (1987, p.129-210):

1. Be Conventionally Indirect

Be conventionally indirect is the speaker's way to convey in the indirectness toward the hearer, but still goes on-record. Opposing tensions: desire to give H an "out" by being indirect, and the desire to go on record solved by the compromise of conventional indirectness, the use of phrases and sentences that have contextually unambiguous meanings which are different from their literal meaning

Example : "*Would you know where Oxford Street is?*"
"Can you please shut the door?"

2. Question, Hedge

In the literature, a "hedge" is an article, word or phrase that modifies the degree of membership of a predicate or noun phrase in a set. Derives from the want not to presume or coerce H. In literature, a "hedge" is a particle, word or phrase that modifies the degree of membership of a predicate or noun phrase in a set. It says of that membership that it is *partial*, or true only in certain respects, or that it is *more* true and complete than perhaps might be expected

Example : "*John is true friend*".
"Perhaps, he might have taken it, maybe".

3. Be Pessimistic

This strategy redress to hearer's negative face by explicitly expressing doubt that the conditions for the appropriateness of speaker's speech act obtain.

Gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of S's speech act obtain.

Example : *"Could you do X?"*
"So I suppose some help is out of the question, then?"

4. Give Deference

There are two sides to coin in the realization of deference; one in which speaker humbles and abases himself and another where speaker raises hearer, it means that deference has double-sided nature, either the raising of the other or the lowering on oneself. The output of this strategy is, for example, the use of honorific terms. 2 different possibilities to realize the deference: S humbles and abases himself and S raises H (pays him positive face of a particular namely that which satisfies H's want to be treated superior.

Example : *"We look forward very much to see you again."*

5. Apologizes

By apologizing for doing FTA, the speaker can indicate his reluctance to impinge on hearer's negative face and thereby partially redress that impingement. It is one way to partially satisfy hearer's negative face demand by indicating that speaker is aware of them and talking them into account in his decision to communicate the FTA. By apologizing for doing an FTA, the speaker can indicate his reluctance to impinge on H's negative face, partially redress the impingement.

Example : *"I'm sorry; it's a lot to ask, but can you lend me a thousand dollars?"*

6. Impersonalize Speaker and Hearer

It is one of negative politeness strategies that avoid the use of the "I" and "you" pronouns. Such as the use of passive, plural of "you" and "I" pronouns, address terms as "you" avoidance, imperative verbs, and many others. Phrase the FTA as if the agent were other than S and the addressee were other than H

Example : *"Do this for me"*
"It looks to me like"

7. Go On Record As Incurring A Debt Or As Not Indebting Hearer

Speaker can redress the FTA by explicitly claiming his indebtedness to hearer, by means of expression such as following, for request, "I'll never be able to repay you...". S can redress an FTA by explicitly claiming his indebtedness to H, or by disclaiming any indebtedness of H

Example : *"I'll never be able to repay you if.."*
"I could easily do this for you- no problem!"

8. Minimize The Imposition

One way to defusing the FTA, the intrinsic seriousness of the imposition, is not in itself great, leaving only social distance and power as possible weighty factor. So indirectly this may pay H deference. Defusing the FTA, the intrinsic seriousness of the imposition, is not itself great you leave only

D (social distance between S and H) and P (relative power of H over S) as possible weighty factors so indirectly this may pay H deference

Example : *“It’s not too much out of your way, just a couple of blocks”*
“Just a moment”

9. State The FTA As A General Rule

One way of dissociating S and H from the particular imposition in the FTA, and hence a way communication that S does not want to impinge but is merely forced to by circumstance, is to state the FTA as an instance of some general social rule, regulation, or obligation. To dissociate S and H from the particular imposition in the FTA (S doesn’t want to impinge H, but is merely forced to by circumstances), it can be generalized as a social rule/regulation/obligation.

Example : *“Passengers will please refrain from smoking in this room”*
“The committee requests the President...”

10. Normalize

According to Brown and Levinson (1987, p.20ve7) suggested that rather than the age-old grammarian’s syntatic strategies categories of noun, verb, adjective, etc., the facts of syntax suggest a continuum from verb through adjective to noun. This corresponds to a continuum from syntactic inertnes,

The more you normalize an expression, the more you dissociate from it

Example : *"I hope offense will not be taken".*
"Visitors sign the ledger".

2.6 Off Record Indirect Strategy

Off records strategy include metaphor and irony, rhetorical questions, understatement, tautologies, all kinds of hints as to what a speaker wants or means to communicate without doing so directly, so that the meaning is to some degree negotiable. "Off Record", which is the opposite of "on record", means that is being implicit. This strategy uses indirect language and removes the speaker from the potential to being imposing. According to Grundy (2000, p.156), by "off record" it means in such a way as to pretend to hide it. Brown and Levinson (1987) state there is more than one unambiguously attribute intention. There are at least 15 strategies include in off record politeness strategies proposed by Brown and Levinson (1987, p.211-227)

1. Give Hints

If S says something that is not explicitly relevant, he invites H to search for an interpretation of the possible relevance. The basic mechanism here is a violation of the Maxim of a Relevance.

Example: It's cold in here

2. Give Association Clues

This strategy is provided by mentioning something associated with the act required of H, either by precedent in S-H's experience or by mutual knowledge irrespective of their international experience.

Example: *"Oh God, I've got a headache"*.

3. Presuppose

An utterance can be almost wholly relevant in context, and yet violate the Relevance Maxim just at the level of its presuppositions.

Example : *"I wash the car again today"*.

4. Understate

Understatement are one way of generating implicatures by saying less than is required. By saying less than is required or by saying more than is required, S invites H to consider why.

Example : *"It's not half bad"*.

5. Overstate

If S says more than is necessary, thus violating the Quantity Maxim in another way, he may also convey implicatures. He may do this by the inverse of the understatement principle, that is, by exaggerating or choosing a point on a scale which is higher than the actual state of affairs.

Example : *"I tried to send message a hundred times, but there was never any reply"*.

6. Tautologies

By Uttering a tautology, S encourages H to look for an informative interpretation of the non-informative utterance.

Example : *"Boys will be boys"*.

7. Use Contradictions

By stating two things that contradict each other, S makes it appear that he cannot be telling the truth. He thus encourages H to look for an interpretation that reconciles the two contradictory propositions.

Example : “*Well, John is here and he isn’t here*”.

8. Be Ironic

By saying the opposite of what he means, again a violation of Quality Maxim, S can indirectly convey his intended meaning, if there are clues that his intended meaning is being conveyed indirectly. The clues may be prosodic, kinesic, or simply contextual.

Example : “*John is a real genius*”, (After John has done many stupid things in a row)

9. Use Metaphors

The use of metaphors is perhaps usually on record, but there is a at exactly which of the connotations of the metaphor S intends may be off-record.

Example : “*Harry is a real fish*”. (Harry swims like a fish)

10. Use Rhetorical Questions

To ask a question with no intention of obtaining an answer is to break a sincerity condition on question, that S wants H to provide him with the indicated information. Questions that leave their answers hanging in the air, implicated, may be used to do FTAs.

Example : “*What can I say?*”

11. Be Ambiguous

Purposeful ambiguity may be achieved through metaphor, since it is not always clear exactly which of the connotations of a metaphor are intended to be invoked.

Example : *“John’s a pretty sharp cookie”*

12. Be Vague

S may go off record with an FTA by being vague about who the object of the FTA is, or what being offence is.

13. Over-Generalize

Rule instations may leave the object of the FTA vaguely off record. H then has the choice of deciding whethet the general rule applies to himin the case.

Example : *“The lawn has got to be mown”*.

14. Displace H

S may go off record as to who the target for his FTA is, or he may pretend to address the FTA to someone whom it wouldn’t threaten , and hope that the real target will see that the FTA is aimed at him.

15. Be Incomplete, Use Ellipsis

Eliptical utterance are legitimated by various conversational context in answers to questions. But they are also warranted in FTAs. By leaving an FTA half undone, S can leave the implicature “Hanging in the air”

Example : *“Well, I didn’t see you”*.

2.7 Previous Studies

There are two previous studies concerning politeness strategies applied to objects which are different from this study. The previous studies are useful for the writer as additional references and to show and that there have been some studies in the some field or object.

The first study is conducted by Putri (2012) entitled “Analysis of Politeness Strategies in Oprah Winfrey’s Talk Show with Ricky Martin as Guest Star”. This study is conducted to find out the types of politeness strategies and the factor might influence the choice of strategies in Oprah Winfrey’s Talk Show. Based on analysis and discussion it can be concluded that politeness strategies and the factors that influence the choice of the strategies have correlation when speaking to male or female person or having a close relation or not they always try to be polite in all situatons. It can be ocured in all kinds of social distance, for example based on this study, it is found friendship, job as presenter in talk show, and for the first meeting. They all applying the politeness strategies, it depends on the situation and the needs of communication. When applying the politeness strategies depend on the situations and the needs of communication. When applying the politeness strategies, they should be carefully to choose the strategies, moreover conversation in a small of group like in talk show.

In Oprah Winfrey’s Talk Show with Ricky Martin the politeness strategy mainly applied is the use of politeness strategy, it also has correlation with the factors that influence the choice of the strategies. Positive politeness is believed to build some familiar situation between speaker and hearer and sometimes they

used joking to break the formal conversation in term of a small distance between speaker and hearer.

Another study that also used politeness strategies theories in analyzing conversations is study conducted by Hadi (2000). The study is entitled “The Politeness Strategy Used by Sebastian in The Film Cruel Intentions” Hadi intended to find out the politeness strategies used by Sebastian when conversing with Kathryn and Annete. After doing the analysis, Hadi found that Sebastian applies positive politeness to both Kathryn and Annete with different proportion.

In this case, Sebastian applies more positive politeness to Annete than Kathryn. According to her, this shows that Sebastian likes or cares about Annete. The second strategy that is used by Sebastian to both Kathryn and Annete is negative politeness. The proportion of negative politeness is also much different. Sebastian applies more negative politeness to Annete than to Kathryn which means that Sebastian politer to Annete.

From these previous studies, the writer concludes that two studies above have their own focus. This study has its own specifications that differentiate it with others. Putri try to find out the types of politeness strategies and the factor might influence the choice of strategies in Oprah Winfrey’s Talk Show. The source in Oprah Winfrey’s Talk Show only one that is Ricky Martin. Then, Hadi to find out the politeness strategies used by Sebastian when conversing with Kathryn and Annete in The Film Cruel Intentions. The source from Hadi’s study is a film. This study discusses politeness strategies in Kick Andy Show and will

only focus in Andy's utterances to many audiences in strategy politeness and the potential reason for using certain strategies.

