

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter reviews some related literatures dealing with pragmatics, politeness, face, Brown and Levinson's politeness strategies, Brown and Levinson's DPR, contextualism, and also the previous studies.

2.1 Pragmatics

According to Yule (1996, p.3) pragmatics concerns with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Yule also adds that pragmatics is the study of language between linguistic forms and the users of those forms. According to that point, the researcher concludes that pragmatics deals with language meaning and the users on the context they communicate to each other.

2.2 Politeness

Yule (1996) states that "politeness in an interaction can be defined as the means employed to show awareness of another person's face". In this sense, politeness can be accomplished in situations of social distance or closeness. According to Brown and Levinson (1987), politeness is fundamental to the

production of social order, interaction and a precondition of human cooperation.

Based on those explanations, it can be said that politeness is fundamental on making a smooth relation on social life and also needed for interaction on each other to make a good cooperation.

2.3 Face

Face is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended in an interaction. In general, people cooperate (and assume each other's cooperation) in maintaining face in interaction, such cooperation being based on the mutual vulnerability of face (Brown and Levinson, 1987). Face is divided into positive and negative face.

Positive face is the desire to be respected or appreciated and approved. Negative face is the desire to be free or not to be imposed on.

2.3.1 Negative Face

Negative face is threatened when someone does not avoid or intend to avoid the obstruction of their addressee's freedom of action. It can cause damage to either the speaker or the hearer, and makes one of them submit their will to the other. Freedom of choice and action are limited or even impeded when negative face is threatened. Some acts which threaten negative face are:

- (i) Acts that predicate some future act of the hearer :
 - (a) Orders and request
 - (b) Suggestions, advice

(c) Reminders

(d) Threats, warnings, dares

(ii) Acts that predicate some positive future act of speaker toward hearer :

(a) Offers

(b) Promises

(iii) Acts expressing a desire of the speaker towards the hearer or hearer's

good :

(a) Compliments

(b) Expressions of emotions

2.3.2 Positive Face

Positive face is threatened when the speaker or hearer does not care about their addressee's feelings, wants, or does not want what the other wants. Positive face threatening acts can also cause damage to the speaker or the hearer. Some acts which threaten positive face are:

(i) Speaker has a negative evaluation of some aspects Hearer's positive face

(a) Dissapproval, criticism, complaints and reprimands, accusations, insults

(b) Contradictions, disagreements, challenges

(ii) Speaker does not care about Hearer's positive face

- (a) Expressions of violent emotions
- (b) Irreverence, taboo topics
- (c) Bad news about H, good news about S
- (d) Dangerous emotional or divisive topics
- (e) Non-cooperation, interruption, showing no attention
- (f) Use address term or status mark

2.4 Brown and Levinson's Politeness Strategies

According to Brown and Levinson (1987), in the context of the mutual vulnerability of face, any rational agent will seek to avoid FTA or will try to use certain strategies to minimize the threat. There are four main types of politeness strategies: bald on-record, negative politeness, positive politeness, and off-record (Brown and Levinson 1987).

2.4.1 Bald On-Record

Bald on-record strategies usually do not attempt to minimize the threat to the hearer's face. According to Brown and Levinson (1987, p.95) "whenever S wants to do the FTA with maximum efficiency more than he wants to satisfy H's face, even to any degree, he will choose the bald-on-record strategy." Brown and Levinson outlines various cases in which someone might use the bald on-record strategy, including:

A. Instances in which threat minimizing does not occur :

1. Great urgency or desperation

Watch out!

2. Speaking as if great efficiency is necessary

Hear me out...

3. Task-oriented

Pass me the salt.

4. Little or no desire to maintain someone's face

Don't forget to move the chair!

5. Doing the face-threatening act is in the interest of the hearer

Your headlights are on!

B. Instances in which the threat is minimized implicitly:

1. Welcomes

Come in.

2. Offers

Leave it, I'll clean up later

2.4.2 Positive Politeness

Positive politeness strategies seek to minimize the threat to the hearer's positive face. This can be used to make the hearer feel good about him, his interests or possessions, and are most usually used in situations where the audience knows each other fairly well. This strategy is directed to the addressee's

positive face, his perennial desire that his wants (or the actions/acquisitions/values resulting from them) should be thought of as desirable.

There are strategies in applying positive politeness according to Brown and Levinson (1987) :

1. Attend to H's interests, needs, wants

You look confused. Can I do anything?

2. Use in-group identity markers

Hey pal, can you borrow me your headphone?

3. Be optimistic

I believe you will come on my graduation ceremony this week.

4. Include both speaker (S) and hearer (H) in activity

If we help each other, I guess, we'll both sink or swim in this course.

5. Offer or promise

I'll buy you the ticket if you do your assignment.

6. Exaggerate interest, approval or sympathy using exaggerating intonation

What a beautiful necklace it is. Where did you get it?

7. Avoid Disagreement

a) *That is a nice raincoat.*

b) *Yeah you're right, but I think that the raincoat is too heavy and thick for me.*

8. Joke

I'm surprised that you look fatter!

9. Asserting S's knowledge of and concern for H's wants

I know you love pancake, but toasted bread here is good too.

10. Intensify interest to H

I have never seen such a good writing. Would you write it down for me?

11. Seeking Agreement

I'm afraid you can't go out before finishing your task.

12. Assume or assert reciprocity

I will lend you some money if you do the dishes.

13. Give (or ask for) reasons

Why don't we go to the market.

14. Give gifts to H (Sympathy, goods, understanding)

Here, i bring you an aspirin for your headache.

2.4.3 Negative Politeness

According to Brown and Levinson (1987) negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded. It is the heart of respect behaviour, just as positive politeness is the kernel of 'familiar' and 'joking' behaviour.

Negative politeness strategies are oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer. These strategies presume that the speaker will be imposing on the listener and there is a higher

potential for awkwardness or embarrassment than in bald on record strategies and positive politeness strategies.

1. Be conventionally indirect

Can you please pass the salt?

2. Use hedges or questions

Perhaps, he came to find you.

3. Be pessimistic

Could you close the window?

4. Minimize the imposition

I just want to ask you if I can borrow a little paper.

5. Use obviating structures, like nominalizations, passives, or statements of

general rules

I hope offense will not be taken.

6. Apologize

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

7. Give differences

Excuse me, sir, but would you mind if I close the window?.

8. State the FTA as general rule

I am going to spray you with DDT to follow international regulations.

9. Go on record as incurring a debt, or as not indebting H

I'd be eternally grateful if you would...

10. Impersonalize S and H

I tell you that it is so

2.4.4 Off-Record (Indirect Strategies)

The final strategy outlined by Brown and Levinson (1987) is the indirect strategy. This strategy uses indirect language and removes the speaker from the potential to be imposing. For example, a speaker uses the indirect strategy might merely say “wow, it’s getting cold in here” is satirizing that it would be nice if the listener would get up and turn up the thermostat without directly asking the listener to do so.

2.5 Distance, Power and Range of Imposition

Brown and Levinson (1987) claims that perhaps all cultures may have similarities on politeness. This belief is recognized as “universals politeness in language usage”. The circumstances of this universal theory are the sociological variables which mostly appear in perhaps all cultures. There are three factors which affect people to use politeness strategies according to Brown and Levinson (1987). The following are the three factors :

a) Social Distance (D) of S and H (a symmetric relation)

D is a symmetric social dimension, the measurement is level of social distance/social closeness (social attributes). If S and H has a close social distance because of they are a childhood friend, it will be different with if S and H are both stranger to each other in politeness.

b) Relative Power (P) of S and H (an asymmetric relation)

P is an asymmetric social dimension of relative power, the measurement is level of relative power (position of power). If there are any differences relative power such as level of position, level of knowledge, level of experience, social status etc. between S and H, the politeness is determined by P.

c) Absolute Ranking (R) of impositions in the particular culture.

R is a culturally and situationally defined ranking of impositions by the degree to which they are considered to interfere with an agent's wants of self determination or of approval (his negative and positive face wants). The measurement is the rank of impositions (services and/or goods required).

2.6 Contextualism

Contextualism is a theory according to which the truth-conditions of knowledge-ascribing and knowledge-denying sentences (sentences of the form 'S knows that p' and 'S does not know that p' and related variants of such sentences) vary in certain ways according to the context in which they are uttered (De Rose, 2009). An utterance as it is also a sentence itself sometimes has a context that affects the utterance. Context is a situational and conditional truth which may affect a conversation situation. In example, 'He is short' is an utterance which actually 'He' has 184cm tall, but the speaker said if 'He' is short. In some views the proposition of the utterance is false because 184cm is quite tall. In the other perception by the speaker, the context of 'He is short' is for a center player of NBA. In this example, the context which is also meant the true belief has affect

the utterance 'He is short'. The contextualist view that true belief is all that's required for the truth of 'S knows that p' (De Rose, 2009). Here, knowledge of a context that 'S knows that p' is badly needed to make the proposition is clearly plausible. A sentence or utterance which is affected by context is also known as context-sensitive. Some attributes in context-sensitive are location, identity, social-status, knowledge quality, etc depends on the situation if the context-sensitive utterance/sentence.

2.7 Previous Studies

The researcher uses two previous studies to give a significant result in this research as a preview that can broaden the researcher knowledge about politeness strategies. The first one is a research that was conducted by Willu (2011) who did a research on movie conversation of the main character. She conducted a research about politeness strategies entitled *Use of Politeness in Movie Entitled The Curious Case of Benjamin Button*. She used Brown and Levinson's theory to analyze a politeness strategy that is produced by the main character (Benjamin Button) in his conversation with people around him on the movie. The result showed that negative politeness is used more than positive one in the conversation done by the main character Benjamin Button. The negative politeness is full of order and promises. The second is the study which is conducted by Wulan (2010) entitled *Politeness Strategies Used by Main Character of Elizabeth The Golden Age Movie*. The result showed that the most politeness strategies which is frequently used by Elizabeth is bald on record because she is in some urgent

situation and she want to make an efficient communication. Wulan also found some factors that made the main character used the strategies. Queen Elizabeth's highest power in England a great influence in the society are some factors of her politeness strategies.

Those previous studies are very important for the researcher in conducting this research. First, the theory which is used by the researcher has similarity with those previous studies above which also used Brown and Levinson's theory of politeness strategy. The second, both previous studies used utterances in the movies as the research material. It is also the same with the researcher who is analyzing dialogue performed by Django and Dr.Schultz in "Django Unchained" movie. Somehow, the researcher has a different objective on the research and different background on the film. The researcher will focus on politeness strategies found on their dialogue which are affected by their social status and friendship. The researcher hopes that this research will give a new knowledge on pragmatics research and will be useful for the next research on politeness strategies.