CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher presented the theory related to the object of this study. It involves Politeness in Linguistics, Concept of 'face' and FTA, Brown and Levinson's Politeness Strategies, *"Eat, Pray, Love"* Novel by Elizabeth Gilbert, and The Previous Studies.

A. Politeness in Linguistics

Politeness is closely related to the social construction and social relationship between the speaker and the hearer. Besides, politeness is one of fundamental aspect in pragmatic because it is the universal phenomenon in using language and social context[11]. Generally, politeness consists of normative or expected linguistic and extra-linguistic strategies that agreed to be interacted appropriately for a given situation. And the role of politeness is avoiding conflict, building rapport, and promoting a cooperative communication.[12]

Moreover, Politeness in linguistics is closely related to the social relationship between the speaker and the hearer in the communication. It happens as the term of indirectness in communication. How we can say

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[11] Penelope Brown and Stephen Levinson, *Politeness: Some Universals in Language Usage*, (Cambridge: Cambridge University Press, 1978)
[12] Department of Linguistics, *Language Files* (Ohio: The Ohio State University, 2011), 472.

something with knowing about the feeling that appears in communication process. And politeness is the way to apply it in social communication.

Besides, linguistic politeness related to the honorifics.[13] Someone will use an honorific style when he wants to speak with others. In the case of languages, the researcher chose example of politeness strategies in Javanese language. Its linguistic politeness is mostly demanded to show a relationship of the different speech community into three groups of speakers such as terms in *Ngoko, krama madya and krama inggil.*

This strategy used in order to get their position within a social relationship as politeness act in Java. Besides, it is applied in order to Javanese people being polite when they have to make conversation with one another.

In some theories, firstly, according to Leech, he divided politeness strategies into six maxims. They consist of: Tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy. [14] He uses this maxim in order to conduct his politeness principles in language communication.

Secondly, there is Brown and Levinson's theory. According to them, politeness strategies are developed in order to save the hearer's face. In this case, face refers to the respect that an individual has for him or herself, and

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[13] Honorifics are grammatical markers of respect and deference that are found in many languages, including Japanese, Korean, Nahuatl, etc.

[14] Syahrin, *Strategi Kesantunan Sebagai Kompetensi Pragmatik Dalam Tindak Tutur Direktif Bahasa,* 4.

maintaining the 'self-esteem' in public or in private situation.[15] And this theory is the main theory used by the researcher as her analysis of the studies.

B. Concept of Face and FTA

According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearers' "face." Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations.[16] Usually it is used to avoid embarrassing and disturbing of the other person, or making them feel uncomfortable.

Besides, according to Goffman, the social psychologist who introduced the concept of "face", defines that face is the positive social value a person effectively claims for himself by the line others assume he has taken.[17]

On the other word, face is the image that a person project in his social contact with others. Furthermore, every participant in the social process has the need to be appreciated and the need to be free and not interfered by others. He calls the need to be appreciated as positive face and the need not to be disturbed as negative face.[18]

Face can be divided into two components. According to Brown and Levinson, they state that there are two kinds of face at play at all times. They are: positive face and negative face. Positive face refers to the one's desire to

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[15] Brown & Levinson, Politeness: Some Universals in language Usage.
[16] *Ibid.*
[17] Renkema, *Discourse Studies: An Introductory Text Book*, 13.
[18] *Ibid.*

be approved by others, while negative face refers to the one's desire not to be bothered or have one's independence infringed upon.[19]

Acts that threaten someone's face are called face threatening acts (FTAs). Although every participant is interested to avoid face threatening acts in an interaction but it is not always possible. As some acts are intrinsically face threatening and cannot be performed without posing a threat to either hearer's or speaker's face. The example of FTAs such as request or orders that may threaten one's positive and negative face.[20]

So, in this case we can conclude that politeness strategy is one of communication strategy that emphasizes on the polite words and actions in achieving a good communication. It related to face threatening act that has a function as linker between the speaker and the hearer in threatening act in their interaction. And in this research, it focused on politeness which is recommended by Brown and Levinson's theory only.

C. Brown and Levinson's Politeness Strategies

As Brown and Levinson's theory discussed before, then the language experts choose this politeness strategies based on the concept of face. It is developed in order to save the hearer's face.[21]

Brown and Levinson identify this theory into four strategies. There are: Bald-on record, Positive Politeness, Negative Politeness, and Off-record. The more detail strategies will be explained in the next discussion.

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[19] Department of Linguistics, *Language Files*, 474.
[20] *Ibid.*
[21] Brown and Levinson, Politeness some universals in language Usage,

1. Bald on- record

    Bald on-Record strategy provides no effort by the speakers to minimize the impact of the FTA. The speakers usually shock the hearers, embarrass them, or make them fell a bit uncomfortable. The prime reason for bald-on record used is Speaker wants to do the FTA with maximum efficiency more than he wants to satisfy the Hearer's face.[22]

    However, this type of strategy is commonly found with people who know each other very well, and very comfortable in their environment such as close friend and family.

    Brown and Levinson have categorized bald on-record into two classes.[23] They are as follows:

a.   Cases of non minimization of the face threat

    It relates with the condition in which maximum efficiency is very important. And both speaker and hearer mutually know this class with no face redress is needed, for example:

    "Help!" (Emergency condition)

    "Give me just more week!" (To pay rent)

    This strategy also happens in some situations as the table below:

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[22] Penelope Brown and Stephen Levinson. *Politeness: Some Universals in language Usage* (Cambridge: Cambridge University Press, 1987), 101-2011.
[23] *Ibid.*

Table 2.1

Kinds of Situations in Cases of Non minimization of the Face Threat

No.	Situations	Examples
1.	Imperative sentence form	*"Send me a post card!"*
2.	Task-oriented interaction	*"Lend me a hand here!"*
3.	Teasing and Joking	*"Cry, get angry"*
4.	Sympathetic or Warning	*"Careful! He is a dangerous man"*
5.	In Situation that H requested	*"Yes, you may go!"*

b. Cases of FTA-oriented usage

In this circumstance, it is polite for speaker to reduce hearer's anxieties by preemptively inviting hearer to impinge on speaker's preserve. And this form happens in situation as the table below:

Table 2.2

Kinds of Situations in Cases of FTA-oriented usage

No.	Situations	Examples
1.	Welcoming In this situation the speaker insist that the hearer may transgress.	*"Come in, don't hesitate, I'm not busy."*
2.	Greeting and Farewell In this situation the speaker insists that the hearer may transgress on his positive face.	*"I'm staying, you go"*
3.	Offers In this situation the speaker insists that the hearer may impose on speaker's negative face.	*"Don't bother, I'll clean it up/ leave it to me."*

2. Positive politeness

In this strategy, the speaker is trying to show that he like his addressee. And there are fifteen strategies are addressed to positive face and some examples of positive politeness[24]. The strategies are presented in the table below:

Table 2.3

Positive Politeness Strategies

No	Strategies	Examples
1.	Noticing or Attend to H (her/his interests, wants, needs, goods, etc.	*"Jim, you're really good at solving computer problems".*
2.	Exaggerate (interest, approval, sympathy with H)	*"Good old Jim. Just the man I wanted to see. I knew I'd find you here."*
3.	Intensify interest to the hearer in the speaker's contribution.	*"You'll never guess what Fred told me last night. This is right up your street."*
4.	Use in-group identity markers in speech.	*"Here's my old mate Fred. How are you doing today, mate."*
5.	Seek agreement in safe topics	*"I agree. Right. Manchester United played really badly last night, didn't they?"*
6.	Avoid Disagreement	*"Well, in a way, I suppose you're sort of right. But look at it like this."*
7.	Presuppose, Raise, Assert Common Ground	*"People like me and you, Bill, don't like being pushed around like that, do we?"*
8.	Joke (to put the hearer at ease)	A: *"Great summer we're having. It's only rained five times a week on average."* B: *"Yeah, terrible, isn't it?"*

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[24] Richard J. Watt, *Key Topic in Sociolinguistics: Politeness* (Cambridge: Cambridge University Press, 2003), 89-90.

No	Strategies	Examples
9.	Assert or presuppose knowledge of and concern for hearer's wants.	*"I know you like marshmallows, so I've brought you home a whole box of them."*
10.	Offer or Promise	*"I'll take you out to dinner on Saturday"*
11.	Be optimistic that the hearer wants what the speaker wants, i.e. that the FTA is slight	*"I know you're always glad to get a tip or two on gardening, Fred"*
12.	Include both S and H in the activity	*"I'm feeling really hungry. Let's stop for a bite."*
13.	Give or ask for reasons	*"I think you've had a bit too much to drink, Jim."*
14.	Assert reciprocal exchange or tit for tat	*"I'll mow the lawn after school tomorrow."*
15.	Give gifts to H (goods, sympathy, understanding, cooperation)	A: *"Have a glass of malt whisky, Dick."* B: *"Terrific! Thanks."* A: *"Not at all."*

3. Negative politeness

Another kind of politeness is negative politeness. Negative politeness strategy has the main focus on assuming that speaker may be imposing and intruding on hearer's space.

According to Brown and Levinson there are ten strategies that may be included in negative politeness [25], they are presented in the table below:

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[25] *Ibid.,90-91.*

and Levinson (1987) have also explained some strategies of off record

strategy as the table below[26]:

Table 2.5

Off Record Strategies

No.	Strategies	Examples
1.	Give hints If the speaker says something that is not explicitly relevant, so he invites H to search for interpretation of the possible relevance.	*"This soup is a bit bland"* (means to pass the salt)
2.	Give association clues This strategy is provided by mentioning something associated with the act required of H.	*"Are you going to market tomorrow? There is a market tomorrow, I suppose"* (it means to give him a ride to the market)
3.	Presuppose This strategy provides that the utterance might be almost relevant in context.	*"I washed the car again today."*
4.	Understate Understatement is a way of generating implicative by saying not informative.	*"It's not half bad"* (it means that S thinks it's surprisingly good)
5.	Overstate Overstatement is the opposite of understatement. It usually uses predicate that describes the higher actual state of affair.	*"I tried to call a hundred times, but there was never any answer"* (it means apology for not getting in touch).
6.	Use tautologies By using tautology (patent and necessary truth), S encourages H to look for an informative interpretation of non-informative utterance.	*"If I won't give it, I won't"* (it means I mean it).
7.	Use contradiction By stating two things that contradict each other, S makes it appear that he can't be telling the truth, so he encourages H to look for an interpretation that reconciles the two contradictories.	When person says on the phone, *"Well, Jim is here and he is not here"*

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[26] Brown and Levinson, *Politeness Some Universals in Language Usage*, 2013.

No.	Strategies	Examples
8.	Be ironic Irony is usually marked by particle that conveys S true feelings indicate the contrary to the fact.	*"He's a real genius"* (after he has done ten stupid things)
9.	Use metaphors Usually metaphor is on record, but there is possibility that the connotation of the metaphor is off record.	*" John is a real fish"* (He drinks/swims/etc like a fish)
10.	Use rhetorical question By using rhetorical question, S wants to provide him with the indicated information in purpose of leaving the answer hanging in the air.	*"How many times do I have to tell you"* (means many times).
11.	Be ambiguous Ambiguity includes the literal meaning of the utterance and its possible implicative. A purposeful ambiguity can be achieved by using metaphor since it does not have exactly clear connotation.	*"Jean is a hot cheek"*
12.	Over generalize When S makes generalization of what is said has the choice of deciding whether the general rule is fit or not to him.	*"Mature people sometimes help do the dishes"*
13.	Displace H S may pretend to address the FTA to someone would not threaten and hope the real target will realize it.	*"Oh God, I forget that I have run out of cash"*
14.	Be incomplete, use ellipsis. Elliptical utterance is legitimated by various conversational contexts that use a half undone FTA. So S can leave the implicature hanging in the air.	*"Oh mom, a headache..."* (It means asking for aspirin)

Besides the strategies of above, Brown and Levinson also provide

their theory with a framework for determining gradation of politeness.

Furthermore, Levinson describes it in an underlying structure consisting of

four position[27] , they are Pre-request (1), 'Go ahead'(2), reaction(3), Action/ request Consent (4).

For example:

A: *Are you doing anything special tonight?* (1)

B: *No, not really .Why?* (2)

A: *Well, I wanted to ask if you would like to go out to dinner with me* (3)

B: *I'd love to* (4)

D. *"Eat, Pray, Love"* by Elizabeth Gilbert

"Eat, Pray, Love" is Elizabeth Gilbert's novel. It is included one of well known novel for memoir of *"Eat, Pray Love"* in 2006, which chronicled her journey alone around the world, looking for solace after a difficult divorce. This book was an international bestseller.

It translated into over thirty languages, with over 10 million copies sold worldwide. In 2010, *"Eat, Pray, Love"* was made into a film starring Julia Roberts. The book became so popular that Time Magazine named Elizabeth as one of the 100 most influential people in the world.[28]

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[27] Renkema, *Discourse Studies: An Introductory Textbook*, 16.
[28] Stacey Tuttle, *"Eat, Pray, Love's Summary"*, Summary (Online), accessed from http://www.shepherdproject.com/eat-praylove-book-summary/, retrieved on September 27th, 2013.

E. Previous studies

Before the researcher continues the study, she has collected some data and much information which related to the discussion. There were some analyses discussing the politeness strategy previously.

The first research was conducted by Yuli Fitriana (2007) from English Letters and Language Department, Humanities and Culture Faculty: The State Islamic University Malang.[29] She analyzed politeness strategies by using literary work, novel as the object. Here, she found the unique utterances within the conversation they used in every novel's plot. Actually this research has the great contribution for the thesis that the researcher conducted.

The next research was conducted by Zhu Xiaoning (2004) from English department school of foreign Studies, Nanjing University. He conducted a research entitled *"Politeness Strategies used in Requests and Refusals by Chinese College EFL Learners"*.[30]

In this research, he explained more about the report of a study on how Chinese college EFL learners used politeness strategies in performing two face-threatening speech acts, request and refusal. It investigated what politeness strategies were used and examined the effect of contextual variables and language proficiency on strategy choice.

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[29] Yuli Fitriana, *"Politeness Strategies in John Grisham's Novel 'The Client'*, Thesis Pdf (Online), accessed from http://lib.uin-malang.ac.id/files/thesis/fullchapter/02320107.pdf, retrieved on September 27th, 2013.

[30] Zhu Xiaoning," *Politeness Strategies used in Requests and Refusals by Chinese College EFL Learners."* Thesis Pdf (Online), accessed from www.cxrlinguistics.com/UploadFile/2011919989798.doc, retrieved on September 30th, 2013.

The next research was conducted by Ivana Petricova (2012) from Department of English and American Studies: Masaryk University.[31] Its research entitled *"Politeness Strategy in Interview Questions"*. In this research, she wants to analyze politeness concept in the terms of interview session by using Brown and Levinson's theory.

And the last research was conducted by Elvi Syahrin from Medan University. [32] Its research entitled *"Strategi Kesantunan sebagai Kompetensi Pragmatik dalam Tindak Tutur Bahasa Perancis"*. In this research, she analyzes politeness strategies as pragmatic competence especially in France.

Actually France is our foreign language as Indonesian people. And some people are interested in the discussion about the use of politeness strategies in other language like France. It also gives many contributions for the researcher in conducting research.

Based on the explanation of the review of related literature above, it helps the researcher in conducting this research especially in analysis the use of politeness theory in *"Eat, Pray, Love"* 's novel.

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[31] Ivana Petricova, *"Politeness Strategy in Interview Questions"*, Thesis pdf (Online), accessed from http://is.muni.cz/th/325815/ff_b/Thesis.pdf., retrieved on October 10th, 2013.

[32] Syahrin, Elvi. *"Strategi Kesantunan Sebagai Kompetensi Pragmatik Dalam Tindak Tutur Direktif Bahasa Prancis"*. Thesis pdf (Online), accessed from http://digilib.unimed.ac.id/public/UNIMED-Article-23611-Elvi%20Syahrin.pdf, retrieved on October 12nd, 2013.