

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter presents some theories or literature related the problems propounded. The following are several important topics of related. They are definition of discourse analysis, politeness, and politeness strategies by Brown and Levinson, Black Swan movie chosen to be analyzed and also some previous studies.

A. The Definition of Discourse Analysis

Discourse analysis is the study of the relationship between language and the context in which it is used.¹³ The field of this study includes linguistics, semiotics, psychology, anthropology and sociology. Discourse analysis studies the language in used both in written or spoken language. Discourse analysis also considers the ways that the use of language presents different views of the worlds and different understanding.¹⁴

Since discourse is the study of language used, the function of language itself is as transactional and interactional expressing. In transactional expressing, language is used to share the information with others. Thus Lyons observes that the notion of communication is readily used 'of feelings, moods and attitudes' but suggests that he will be primarily interested in 'the intentional transmission or proportional information'.¹⁵ While language as

¹³Michael McCarthy, *Discourse Analysis for Language teachers*. Cambridge University Press. New York. 1991

¹⁴Brian Paltridge, *Discourse Analysis – An Introduction*. British Library. 2006

¹⁵*Ibid.* 2

interactional expressing, is the use of language produced by people for their daily life. Conversational analysis has been particularly concerned with the use of language to negotiate role-relationship, peer-solidarity, and the exchange of turns in a conversation, the saving of face of both speaker and hearer.¹⁶

The term discourse analysis was first introduced by Zellig Harris as a way of analyzing connected speech and writing.¹⁷ Discourse analysis focuses on knowledge about language beyond the word, clause, phrase and sentence that is needed for successful communication. It looks at patterns of language across texts and considers the relationship between language and the social and cultural contexts in which it is used.

According to Gillian Brown, discourse analysis refers to how humans use language to communicate and, in particular, how addressers construct linguistic messages for addressees and how addressees work on linguistic messages in order to interpret them.¹⁸ While James Paul Gee argued discourse analysis as the analysis of spoken and written language as it is used to enact social and cultural perspectives and identities.¹⁹

B. Politeness

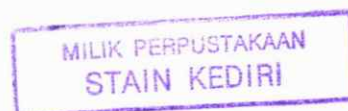
Politeness refer to "*having or showing that one has good manners and consideration for other people*" (Oxford Advanced Learner's Dictionary). It is

¹⁶Ibid. 3

¹⁷Paul Baker and Sibonle Ellece, *Key Terms in Discourse Analysis*, (New York: Continuum International Publishing Group: 2011), 8

¹⁸Brown, Gillian and George Yule, *Discourse Analysis*, (New York: Cambridge University Press, 1983), ix

¹⁹Ibid, ii



also associated to term such as 'civility', 'courtesy', 'good manners', or translated to such as French *courtoisie*, German *Hoflichkeit*, Italian *cortesia*, and *urbanita* or Dutch *Beschaafdheid*, *Beleefdheid* and *hoffelijkheid*, and finally points up various associative connection: to 'civil society', 'civilization', or general quality of having 'life-experience'.²⁰

In standard meaning of the word 'polite', at least three dimensions can be identified: 1) polite as civil or socially correct; 2) polite is kind or friendly; and 3) polite as tactful or diplomatic.²¹

On the other hand, as politeness is one of the basic socio-psychological guidelines for human behavior, Richard J. Watts on his book, *politeness*, defined politeness into two concepts, the first-order politeness or politeness1 and the second order politeness or politeness2, with the former referring to the commonsense notion of politeness, and the latter to its scientific conceptualization. The first-order politeness (politeness1) is the various ways in which polite behavior is talked about by members of sociocultural group, whereas second-order politeness (politeness2) is a linguistic, scientific concept which is more technical notion which can only have a value within an overall theory of social interaction.²²

According to Paarlhati, the term politeness as it is elusive and it is almost hard to grasp its real meaning in pragmatics. "Politeness in language is very complex and controversial phenomenon. It has been studied a great deal, but the term politeness itself remains elusive and hard to grasp. Politeness as a

²⁰Eelen, Gino. *A Critique of Politeness Theories*. Manchester: St. Jerome Publishing, 2001. P.1

²¹Escandell, Victoria. 'Politeness: A Relevant Issue for Relevance Theory'. *Revista Alicantina de Estudios Ingleses* II (1998): 45-57. P.46

²²Watts, Richard J. *Politeness*. Cambridge: Cambridge University Press, 2003. p.3-4

pragmatic phenomenon should not be mixed with the common view of politeness, polite behavior, such as greeting or thanking”.²³

Politeness is a term used to describe the “...rational, rule-governed, pragmatic aspect of speech that is rooted in the human need to maintain relationships and avoid conflicts.”²⁴

According to Yule, politeness is a system of interpersonal relations designed to facilitate interaction by human interaction by minimizing, potential conflict and confrontation inherent in all human interchange. It means that communication will not make people we are talking to feel uncomfortable, ashamed, angry and so on.²⁵

According to Brown and Levinson, politeness used in order to enter into social relationship, we have to acknowledge and show an awareness of the face, the public self-image that every member wants to claim for himself. They said that it is a universal characteristic across cultures that speaker should respect each others' expectations regarding self-image, take account of their feelings and avoid Face Threatening Acts (FTAs). FTAs are act that infringe on the hearer needs to maintain their self-esteem and to be respected. When the speaker doing the FTAs, it will reflect speaker's feeling and influencing speaker's respond.²⁶

²³Paarlhati, 1998, p.15. as quoted in Mariam Gillani. “Politeness Strategies in Pakistani Business English Letters A Study of Opening and Closing Strategies”, *International Journal of Linguistics*, Volume 6, Number 3, 2014

²⁴Janney & Arndt, 2003, p.1. as quoted in Fatima Fotouhi, “The Role of Politeness Strategies in Writing Emails”, *Indian Journal of Fundamental and Applied Life Sciences*, Volume 5, 2015

²⁵Yule, 1996, p.2. as quoted in Anis Karunia. “An Analysis of Politeness Strategy used in Front of the Class Movie and Its Application in Teaching Speaking”, *English Education Program*

²⁶Ibid, 2.

C. Politeness Strategies by Brown and Levinson

Talking about politeness we will discuss Brown and Levinson's theory. This theory is most used by people as reference. In Brown and Levinson's Theory there are four types of politeness strategies. Those are bald on record, positive politeness, negative politeness and off record.

a) Bald on Record

Bald on record is when the speaker does not attempt to minimize threat to the hearer's face. Speaker wants to do FTA with maximum efficiency, that desire is more than the desire to satisfy Hearer's face, even to any degree. Bald on Record has two cases. The first is a case of non-minimization of the face threat when face is ignored or irrelevant. The second one is a case of FTA-oriented bald-on-record-usage when Speaker minimizes FTA by implication. There are some examples of bald on record based on Brown and Levinson.²⁷

- 1) An emergency: Your pants are on fire!, Help!, and Watch out!.
- 2) Request: Give money! and accept my thanks!
- 3) Task Oriented: Add three cups of flour and stir vigorously!
- 4) Alerting or Warning: Careful! He's a dangerous man.

b) Positive Politeness

Positive Politeness is used to make hearer's feeling acceptable by using several kinds of strategies. This strategy seeks to establish a positive relationship between parties; respect a person's need to be liked or appreciated. Positive politeness is also used to make a relationship

²⁷ Penelope Brown and Stephen C. Levinson. *Politeness: Some Universal in Language Usage* Cambridge: Cambridge University Press. 1987. P.94-101

becoming more intimate or a close relationship. There are some several strategies according to Brown and Levinson.²⁸

- 1) Strategy 1 - Notice: what a beautiful vase it is! Where did it come from?
- 2) Strategy 2 - Exaggerate: what a fantastic garden you have! How absolutely incredible!
- 3) Strategy 3 - Intensify interest to H: I've never seen such a row!, and I'll be done in one second.
- 4) Strategy 4 - Use in-group identity markers: help me with this bag here, will you son? and come here, buddy!
- 5) Strategy 5 - Seek agreement: A: John went to London this weekend; B: To London!
- 6) Strategy 6 - Avoid agreement: A: That's where you live, Florida?; B: That's where I was born.
- 7) Strategy 7 - Presupposition: I had a really hard time learning to drive, didn't I?
- 8) Strategy 8 - Joke: OK. If I tackle those cookies now?
- 9) Strategy 9 - Assert of presuppose speaker's knowledge of and concern for hearer's wants: I know you can't bear parties, but this one will really be good – do come!
- 10) Strategy 10 - Offer: I'll drop by sometime next week
- 11) Strategy 11 - Be optimistic: wait a minute, you have not brushed your hair

²⁸ *ibid*, P.101-129

12) Strategy 12 - Include both speaker and hearer in the activity: give us a break

13) Strategy 13 - Give or ask for a reason: why don't we go to the seashore!

14) Strategy 14 - Assume or assert reciprocity: I'll do X for you if you do Y for me!

15) Strategy 15 - Give gifts to H

c) Negative Politeness

Negative Politeness makes request less infringing and respects a person's right to act freely. Hence, if there is a speaker using negative politeness, it is a sign that he wants to be more focused and specific so that his action might threaten the face of the addressee. There are some strategies of negative politeness written by Brown and Levinson.²⁹

1) Strategy 1 - Be conventionally indirect: can you please pass the salt?

2) Strategy 2 - Question/ Hedge: I rather think it's hopeless, and you're quiet right.

3) Strategy 3 - Be pessimistic: could you jump over that five-foot fence?

4) Strategy 4 - Minimize the imposition: I just want to ask you if I can borrow a single sheet of paper.

5) Strategy 5 - Give difference: we look forward very much to dining with you.

6) Strategy 6 - Apologize: just as you like.

²⁹ Ibid, P.129-211

- 7) Strategy 7 - Impersonalize speaker and hearer: It is so, and do this for me.
- 8) Strategy 8 - State FTA as general rule: I'm sorry late comers cannot be seated till next interval.
- 9) Strategy 9 - Nominalization: we urgently request your cooperation, and I am surprised that you failed to reply.
- 10) Strategy 10 - Go on record as incurring a debt or as not indebting hearer: I could do it easily for you, and I'll never be able to repay you if you...

d) Off Record

Doing FTA off record can be done in a way that there are more than one clear intentions. In other words, the speaker usually uses this strategy to prevent himself from threatening hearer's face. Thus this strategy can be used when the speaker wants to do FTA but does not want take responsibility of doing FTA and let the hearer interpret it by him/herself. Doing FTA off record has several strategies according to Brown and Levinson.³⁰

- 1) Strategy 1 - Give hints: it's cold in here (c.i. shut the door), and what a boring movie! (c.i. Let's leave!)
- 2) Strategy 2 - Give association clues: Oh God, I've got headache again.
- 3) Strategy 3 - Presuppose: I wash the car again today and John's in the bathtub yet again.

³⁰ Ibid, P.211-227

- 4) Strategy 4 - Understate: she's some kinds of idiot (c.i. She's an idiot) and A: Have another drink; B: I don't mind if I do.
- 5) Strategy 5 - Overstate: there were a million people in the co-op tonight and why are you always smoking?
- 6) Strategy 6 - Use tautologies: war is wars, and boy will be boys.
- 7) Strategy 7 - Use contradictions: well John is here and he is not here.
- 8) Strategy 8 - Be ironic: John's a real genius. (after John has just done twenty stupid things in a row)
- 9) Strategy 9 - Use metaphors: Harry is a real fish. (c.i. he swims like a fish)
- 10) Strategy 10 - Use rhetorical questions: how many times do I have to tell you? (c.i. too many)
- 11) Strategy 11 - Be ambiguous: John is a pretty sharp cookie
- 12) Strategy 12 - Be vague: perhaps someone did something naughty
- 13) Strategy 13 - Over generalize: mature people sometimes help do the dishes
- 14) Strategy 14 - Displace Hearer
- 15) Strategy 15 - Be incomplete by using ellipsis: well, I did not see you

D. Previous Studies

In an analysis usually there are some previous studies to be the standard in conducting a research. In this study there are some studies as standard to make a good research. In her research, Maghfiroh describes about politeness strategies used by teachers and the students in English

Classroom in two 90 minutes sessions. The result of the research shows that positive politeness strategies, negative politeness strategies, and bald on-record were used in teacher-students interaction.³¹

Setiawan conducted a research on *The Politeness Analysis of Carter and Edward Character in "The Bucket List" Movie Manuscript*. In his study the four politeness strategies are used in the movie.³²

Another study of politeness strategies has been conducted by Ruhmana. She compares the politeness strategies which are used by an American and British in a radio talk show. The result shows that there are similarities and differences between both the American and British interview in using politeness strategies. The American interview mostly used negative politeness strategy in doing the interview. While the British interview mostly used bald on record strategy. The most strategy used by the two interviews program is impersonalization as the type of negative politeness and no desire to maintain someone's face as the type of bald on record strategy.³³

In her research, Indriani analyzed the analysis the politeness strategies used by Grace and Meg in Monte Carlo movie. The result of her research shows that Grace as the main character produced the highest number of positive politeness in her utterances compared to Meg.³⁴

³¹Futukhul Maghfiroh. "An Analysis on Politeness Strategies in Lecturer-Students Classroom Interaction of English Department of STAIN Kediri."

³²Deni Setiawan. *The Politeness Analysis of Carter and Edward Character in "The Bucket List" Movie Manuscript*.

³³Uma Wahdiyanti Ruhmana. "Comparative Study of Politeness Strategies Used by an American and a British Radio Interviewer."

³⁴Eva Indriani. "Positive Politeness Strategies Used by Grace and Meg in Monte Carlo Movie."

Putri has conducted a research, entitled *Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star*. She concluded that not all of the strategies are applied in the script of the talk show.³⁵

³⁵Luh Putu Ayu Adhika Putri. "Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star."