

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, statements of research question, objectives of the study, limitations of the study, significance of the study, and definition of key terms.

A. Background of the study

Language is a system of arbitrary, productive, and dynamic vocal symbols used by human beings to carry out their social affairs. According to Sapir, language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbol.¹ One of the functions of language is a tool of human to communicate with other people. Every country uses a language as identity. For example; Indonesia, most people use an Indonesian language to communicate with other people. USA also uses an English language when they communicate each other. Communication has two kinds. The kinds of communications are spoken and written. Both of them are very useful to succeed interaction or to present what they want to know. Therefore, communication is divided by two. There are verbal and non verbal.² Human needs communication to share the knowledge about anything. In communication we must be clear to show the meaning of what anything we said. To show it we should be polite. Polite

¹ Edward Sapir, *Language an introduction to the study of speech*(New York: Harcourt Brace Jovanoich Publisher, 2000) p. 8.

² Andrew Triganza Scott – MBA (Maast.), M.Ed (Leadership), BPsy (Hons), PGCE.- p. 3.

means the way to show respect to elder or people who have higher position. The examples of communication are speech, debate, conversation, dialogue, etc.

A debate is understood as a formal discussion between people or groups of people that is regulated. Interestingly, debates are considered based on 'arguments', which are lines of reasoning, support or evidence about a subject.³ However, a debate has the feeling of a larger, longer or more formal discussion. A formal debate may even be judged by a person or a panel of people, with one side winning the debate by providing the best lines of reasoning or support for the issue.⁴ Speech or debating is one of media to show an argument about something or several topics, it needs to discuss and find out problem solving. Debate usually consists of two people or two groups or etc. Debate has many kinds. There are Parliamentary Debate (Parli Debate), Lincoln-Douglas Debate (also Called Value Debate), Policy Debate, Classical Debate, Extemporaneous Debate, Impromptu Debate, Australasia Debate and Academic Debate.

Now days, the Americans are beginning a vote to president of USA. The issues are about the candidates from the two big groups. There are democratic and republic. Each group has strategy to persuade the hearers to choose between them. Debate has many kinds to persuade the hearers, for examples; through the promise, through the language, through the perspective and

³ <http://www.oxforddictionaries.com/definition/english/debate>

⁴ <http://www.merriam-webster.com/dictionary/debate>

mission. The candidates aim to express ideas which can be accepted by hearer. To express it, the candidates are using politeness strategies.

Penelope Brown and Levinson work with Goffman's notion of "face". And in developing a theory, they are working together in developing the theory on relationship between the intensity of threat to face and linguistically realized politeness. Face divides by two. There are positive face and negative face. Positive face is a person's wish to be well thought of. And 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.⁵ While, Brown and Levinson work with Goffman develop of foundation on politeness, they assume that all components of people belonging on societies are agents who have a positive and negative face.⁶ So, the researcher is using Brown and Levinson's theory because many reasons why she uses this theory. The first, She thinks that the theory is more clearly and suitable with the study. The second, they classified the strategy more specific. And the last, it is appropriate to the study.

According to Renkema, Politeness strategies have five types. There are bald on record, positive politeness, negative politeness, off record and do not do the FTA.⁷ Every type has a characteristic itself. Bald on record is the utterance clearly and usually used to people who has closed relationship, for

⁵ Peter Grundy, *Doing Pragmatics* (New York: Oxford University Press, 2000) p. 156.

⁶ Jose Maria Gil, *Face-Threatening Speech Acts and Face-Invasive Speech Acts: An Interpretation of Politeness Phenomena*, *International Journal of Linguistics*, 2012, Vol. 4 (2), p. 2

⁷ Jan Renkema, *Introduction to Discourse Study* (Amsterdam: John Benjamin Publishing, 2004) p. 26.

example; friend and friend. The second type is positive politeness. It is an utterance that is said to more polite than type of bald on record, when we speak with other people. The third type is negative politeness. It is an utterance that said the most polite when we speak with the people. And the next type is off record, it means that the utterance uses to say something but the hearer does not get the meaning because the utterance includes ambiguity meaning. And the last is do not do the FTA, it means that the utterance does not do responds about it. The researcher chooses the theory by Brown and Levinson. Because, Brown and Levinson's theory is clearly when showed the classifying the strategies. It is important to conduct this study. By using this theory, the researcher could classify into politeness strategies by Brown and Levinson.

In a conversation, there are three factors to account the differences in perceptions of how serious a face threatening acts. The factors are: Power (P), Social Distance (D), and Ranking of Imposition (R) that will make the politeness different in who someone is speaking with.⁸ The formula to calculate the weightiness (\bar{W}) of FTA is $\bar{W} = \bar{D} + \bar{P} + \bar{R}$.⁹ It means that the higher position of level politeness is used by people to the higher (chief). For example: when a student is speaking with a teacher and a child is speaking with parents.

⁸Ni'matulMa'rifat, *The Analysis of Politeness Strategy Used in Face 2 Face with Desi Anwar* (Kediri: STAIN Kediri, 2015) p. 2.

⁹ Jan Renkema, *Introduction to Discourse Study* (Amsterdam: John Benjamin Publishing, 2004) p. 26.

Not only from the utterance, but also from gesture, it could show the politeness strategy.¹⁰ For example; in debating, two or more people discuss about hot issues. They take and give an argument each other. From the argument, the utterance includes many meaning about what they say.

The previous study about politeness strategy used in debate has been conducted by Yuka Shigemitsu who analyzed *politeness strategy used in the context of argument in Japanese debate shows*. The result of her study is that the most frequently politeness strategy applied in Japanese debate shows is the use of negative politeness strategy.¹¹

And other previous study is about the politeness strategy is *Face Threatening Acts and Standing Orders: 'Politeness' or 'Politics' in the question Time Discussion of the Kenyan Parliament* has been conducted by Beverlyne Asiko Ambuyo; Dr. Florence Ngesa Indede; Dr. peter Ndichu Karanja. The result of their study show about positive face and negative face in Question Time Discussion to mitigate FTAs that enhancing effective communication.¹²

Based on the previous studies, the researcher decides to conduct the study. The researcher chooses the topic about the Democratic Presidential Debate because it is fresh issues that happened in USA. In this moment, USA would change a President. There are two big groups, Democrat and Republic.

¹⁰Wei-Lin Melody Chang and Michael Haugh, *Strategic Embarrassment and Face Threatening in Business Interaction*, Journal Pragmatic, 2010 Vol. 4 (2), p. 5

¹¹ Yuka Shigemitsu, *Politeness Strategies in the Context of Argument In Japanese Debate Show*, Academic Report, 2003, Vol. 26(2), p. 1

¹² Beverlyne Asiko Ambuyo, *Face Threatening Acts and Standing Orders: 'Politeness' or 'politics' in the Question Time Discussions of the Kenyan Parliament*, International Journal of Humanities and Social Science, 2011, vol. 1 no. 9 p. 1.

In this study the researcher chooses the democratic group. Because, the researcher would like to analyze the arguments from the candidates by using theory by Brown and Levinson, politeness strategies, in her study. All of politeness strategies are analyzed by the researcher. The data was taken from the utterance of the candidates. To analyze the data the researcher is using politeness strategies proposed by Brown and Levinson's theory. Brown and Levinson's theory is suitable theory to analyze of utterance that the candidates said. In every country has been shown the debate. But to find out the English debate is very difficult in Indonesia. So, the researcher searches the video debate in you tube. You tube is media of technology that provide video anything whatever our needed. As long as, the researcher searches the video, finally the video has been found. The video includes the debate between candidates of debate presidential 2016. The gap is taken by the researcher to conduct her study which analyzed the utterance in a debate which has the candidates. The researcher decided to choose this video because the researcher is curious about how is candidate's speaking especially in the use of politeness strategies in their speaking.

Based on the statement above, the researcher is interested in doing the analysis entitled "The Analysis of Politeness Strategy Used by The Candidates of President of the United State in Democratic Presidential Debate 2016."

B. The Research Problems

Based on the statement above, the researcher will analyze politeness strategy used by the candidates in democratic debate 2016. To make it specific, the statement of questions are formulated below:

1. What politeness strategies are used by the Candidates of the President of The United State in Democratic Presidential Debate 2016?
2. How politeness strategies are used by the candidates of the President of The United State in Democratic Presidential Debate 2016?

C. The Objectives of Study

From the statements of question above, the researcher tries to describe about the analysis and study that have been mentioned before. The statement is formulated:

1. To identify what kinds of politeness strategy were often used by The Candidates of President of the United State in Democratic Presidential Debate 2016.
2. To find out how politeness strategies were used by the candidates in Democratic Presidential Debate 2016.

D. The Limitation of the Study

The limitation is used to limit in what should be done by researcher. The researcher limits this research by using Brown and Levinson's politeness strategies, located of the debate and the object of the study. Brown and Levinson's theory have five strategies. But, the

researcher is using four types of the strategies. Because, it is impossible that the debater uses do not do the FTA, it means that debaters do not say anything, so the researcher just using four strategies to do her research. There are bald on record, positive politeness, negative politeness and off record. It is as what have been mentioned in the background of the study above. The located of the debate, the researcher chooses the Miami Dade College. Because, Miami Dade College is the largest colleges in North America. The data was taken from a debate and object is the utterance used by the candidates in Democratic Presidential Debate 2016. But, to specific the researcher the data have been taken from you tube.

E. The Significance of the Study

This study is supposed to be useful and expected to give motivation in using politeness strategy in every situations. This study is supposed to be any use, for the researcher herself, for an English learner and the reader.

1. The researcher

For the researcher, the researcher after doing the study, it could increase the knowledge about the politeness well. And applied the politeness strategy when interaction with other people.

2. The English learner

For the learner, the researcher hopes this study could help learner to know more about politeness strategies. They can use the theory

of politeness strategy in their life. Politeness can make our respect to other people who has interaction with their.

3. The reader

For the reader, the researcher hopes that the study could increase their knowledge and applied the politeness strategy in daily life.

F. The Definition of Key Terms

Defining the key term will be helpful to know what the key term exactly.

In other word it can avoid misunderstanding defining it.

1. Politeness strategy

Politeness strategy is strategy used by speaker to deliver this mean to hearer and to show respected to hearers in communication. In politeness strategies have five types. There are bald on record, positive politeness, negative politeness, off record and don't do the FTA.

2. Candidate

Candidate is person who wants to be a chief or leader to lead a specific area. In this study analyzed the utterance of the candidates in democratic debate 2016. The candidates are from the democratic. There are Hillary Clinton and Senator Bernie Sanders.

3. Debate

Debate is doing by two people as a candidate. They are showing arguments to discuss about several issues/theme/topic. The name of debate is Democratic Debate.