

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the review of literature related to the study. The review of literature includes discourse analysis, politeness theory, Brown and Levinson's politeness strategies, democratic debate, previous studies and theoretical framework.

A. Discourse Analysis

Discourse analysis focuses on knowledge about language beyond the word, clause, phrase and sentence that is needed for successful in communication.¹ It looks at pattern of language across texts and considers the relationship between language and the social and cultural contexts in which it is used. Discourse analysis also considers the ways that the use of language presents different view of the world and different understanding. It examines how the use language is influenced by relationships between participants as well as the effects the use of language has upon social identities and relations. It also considers how views of the world and identities, are constructed through the use of discourse. Discourse analysis examines both spoken and written.

According to Brown and Yule, discourse analysis refers to how human use language to communicate and, in particular, how addressers construct linguistics messages for addressees and how addressees work on

¹ Brian Paltridge, *Discourse Analysis*, (New York: Continuum, 2008), p. 2.

linguistic messages in order to interpret them.² While Gee in Brown and Yule argued discourse analysis as the analysis of spoken and written language as it is used to enact social and cultural perspectives and identities.³ Therefore, it is concerned to how people use language in communication. Beside, when people communicate with others, they use polite utterance in order to show awareness of another person's face (self-image).

B. Politeness Theory

Language uses to show an idea of human about what wanted by human. Moreover, using a language is important to interest in communication. According to Renkema, language is interesting in the effective transfer of communication or relevance of an utterance.⁴ Politeness is used by people to show the respect to other. According to Yuga, politeness is a common word that showing with one of has good manner and considering for other people.⁵ Some theories about politeness have been conducted by some authors.

Theories about politeness are from some authors. Robin Lakoff is the first linguistics to study politeness and gave birth to the notion that politeness is an important aspect of interaction that needs to be studied. Lakoff's rules of politeness strategy are two. There are be clear based on Grice's cooperation principle maxims and be polite. According to Lakoff, maxims are including

²Gillian Brown and Goerge Yule, *Discourse Analysis*, (New York: Cambridge University Press, 1983), p. 9.

³ Ibid, p. 2

⁴ Jan Renkema, *Introduction to Discourse Study* (Amsterdam: John Benjamin Publishing, 2004) p. 24.

⁵ Yuga Shigemetsu, *Politeness Strategies in the Context of ArgumentIn Japanese Debate Show*, Academic Report, 2003, Vol. 26(2), p. 1

quantity, quality, relevance, and manner. And be polite are that do not impose, give audience options, and make audience feel good.

Other author is Leech. Leech theory approach politeness from a more pragmatic systems: pragmalinguistics and sociopragmatics. Leech uses politeness principle in his theory. In this politeness principle Leech formulated into seven maxims. The maxims are tact, generosity, approbation, modesty, agreement, sympathy, and consideration.⁶ Leech uses this principle because politeness involves minimizing the cost and maximizing the benefit to speaker and hearer.

The other author is Brown and Levinson. It is an important source of inspiration in the study of politeness phenomena in the work done by Erving Goffman.⁷ He introduces his study of social psychologist about concept of face. Face has the meaning the image that people responds of interaction. Face means self-image. Face is used in much the same ways as in the expression to lose face and to save face. Goffman divided face by two, positive face and negative face. Positive face is needed to be appreciated and the negative face is needed to not be disturbed. In other words, positive face can be defined as the desire to be appreciated and approved of by selected others. While negative face is people want to be unimpeded and free from imposition.

⁶<http://linguistics.usask.ca/Ling347/webp/politeness2/index.html>.

⁷ Jan Renkema, *Introduction to Discourse Study* (Amsterdam: John Benjamin Publishing, 2004) p. 24.

C. Brown and Levinson's Politeness Strategies

The basic concept adopted in this study is politeness developed by Brown and Levinson's theory.⁸ With inspired by Goffman work, Brown and Levinson developed their theory on the relationship between intensity of the threat to face and linguistically realized politeness. They assume that each participant is endowed with what they call face, which is developed in to positive and negative face. Positive face involves the needs for social approval, or they want to be considered desirable by at least some other. And negative face includes claims to territories, to freedom of action and freedom from imposition.

Face Threatening Act (FTA) intensity is expressed by Weight (W), which includes three social parameters: Rate (R), Social Distance (D), and Power (P). For more explanation about three social parameters as follow:

1. Rate

Rate refers to how much the FTA would impose on the hearer.

2. Distance

Distance refers to the degree of social familiarity of the two people.

3. Power

Power refers to the ranking, status or social station of the two people. Another word power here is asymmetric relationship between speaker and hearer.

⁸Ibid, p. 25.

From inspired from Goffman work, Brown and Levinson's have model there are three superordinate strategies. There are: Do the FTA on record, Do the FTA off record and don't do the FTA.

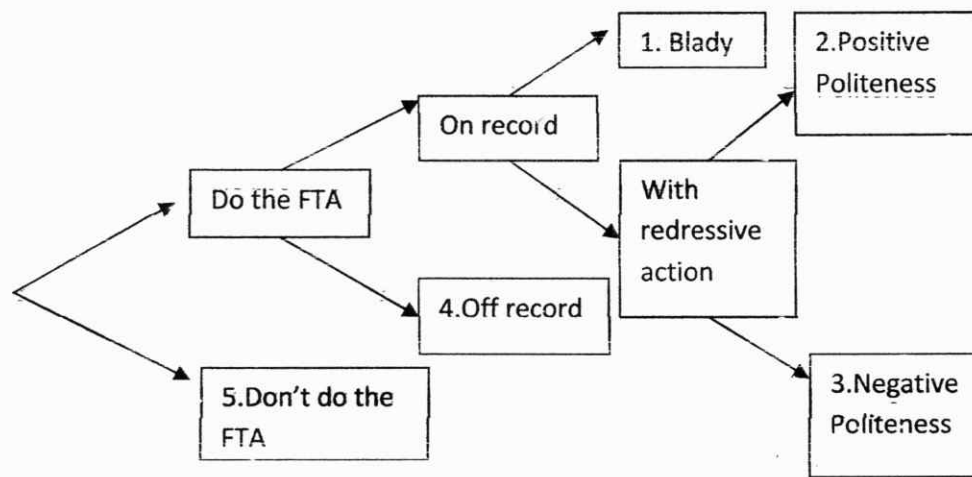


Figure 1. Brown and Levinson's Politeness strategies (1987)

1. Bald on record strategy

Bald on record strategy indicates when urgency is considered the priority and face need is not uppermost in the situation.⁹ The speaker usually tries to minimize the threatening act to the hearer's face. In bald on record the speaker does not soften his/her speaking to the hearer. It means that the speaker do the FTA in direct, clear and unambiguous way. This strategy is normally used by a speaker whose relationship with the hearer's is quite

⁹Shin-Chieh Hsieh, *(Im)politeness in email communication: how English speakers and Chinesespeakers negotiate meanings and develop intercultural (mis)understandings*, The University of Birmingham, United Kingdom: 2009. p.45

close. In this strategy the speaker directly expresses what she/he wants to say. It is natural since they are really closed, or the speaker has more power to do bald on record. Brown and Levinson have classified bald on record into some situations, the researcher describe them in the following examples:¹⁰

- a. Welcoming: And here in Miami. (In this situation the speaker said welcome in Miami to hearers).
- b. Sympathetic or warning: There was no permission to be asked .it had been done by my predecessors. (In this condition both of them the speaker and the hearer are care about something).
- c. Metaphorical Urgency for High Valuation of Hearer's Friendship: I was very pleased by the overall outcome last night. (In this situation the speaker shows her feeling to hearer).
- d. Task Orientation: because—because after all – excuse me. (In this situation the speaker asks to hearer about something that speaker's want).

2. Positive Politeness

This strategy is commonly used in situations where the speaker and the hearer know each other fairly well. Because in this situation, the speaker should be minimize the distance by organizing his/her utterance to minimize the FTA. Therefore, the speaker should be respected to the hearer's need. Positive politeness can be seen in some situation as the example below¹¹:

¹⁰LuhPutuAyuAndhikaPutri, "Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star" p. 4

¹¹ArdisSeptiEkaRachmatika, "Politeness Strategy In Forum Indonesia (A Metro Tv Program)"Diponegoro University:Semarang,2015 P.13

- a. Notice, Attends to the hearer: Thank you – thank you all very much. (In this situation the hearer has done something amazing, so the speaker notice that what the hearer has done is great)
- b. Exaggerate: So, I'm excited about the upcoming contest, including right here in Florida. (In this situation the speaker shows the feeling to hearer).
- c. Intensify interest to hearer: I will just end by saying this. You don't make American great by getting rid of everything that made American great. (In this situation the speaker made the American great)
- d. Offer and promise: There is a process under way, and that process will take its course. (In this condition the speaker promise to do something for the hearer if she/he do what the speaker's instruction)
- e. Be optimistic: But to your point, we have to do the best we can. (In this situation the speaker is convincing the opinion about the hearer)
- f. Give or ask for reason: Yes, you can because the question you were asking me about children seeking asylum. (In this situation the speaker gives some responds to hearer).
- g. Seek agreement: And I think in the coming weeks and months, we are going to continue to do extremely well,...(In this situation the speaker assume that the hearer will continue to do extremely)
- h. Hedge opinion: Let me – let me responds again because misrepresentation can't go unanswered here. (In this situation the speaker mind the hearer should do more because may be the hearer got unsatisfied grade or score)

- i. Include the speaker and hearer activity: Well let's do that. Let's talk about that. Let's talk about that. (In this situation the speaker asks to hearer to overturn who want to break the disaster).
- j. Avoid disagree: I am not concerned about it. I am not worried about it and no Democrat or American should be either. (In this situation the speaker avoids disagree with the hearer).
- k. Give gifts to hearer: I want to see them on a path to citizenship. That is exactly what I will do. (In this situation the speaker gives gift to hearer).

3. Negative Politeness

This strategy presumes that the addressee's negative face is potentially threatened if the speaker does not show respect to the addressee. The examples of negative politeness are described below¹²:

- a. Be conventionally indirect: Well, Jorge, there is a lot of questions in there. (In this case the speaker is asking about address to the hearer).
- b. Question, hedge: It is corporate welfare and yes, I oppose corporate welfare. (In this situation that the speaker limited the conversation to hearer).
- c. Apologize: I'm sorry. (In this situation that the speaker says that the speaker apologize to the hearer).
- d. Be pessimistic: Oh, for goodness—that's not going to happens. I'm not even answering that question. (In this question the speaker pessimistic about the condition).

¹²Ibid, p. 10.

- e. Give deference: Both in Nicaragua and Cuba. Look, let's look at the facts here. Cuba is, of course, an authoritarian undemocratic country, and I hope very much as soon as possible it becomes a democratic country. (In this situation the speaker shows the difference to hearer).
- f. Impersonalize: Every child deserve a good teacher in a good school, regardless of the zip code that they live in. (In this situation the speaker avoids the pronoun I and you).

4. Off Record

This strategy uses indirect language and removes the speaker from imposing his/her will on the hearer. In of record strategy the speaker is using an ambiguity in the speaking. By using the ambiguity, in this case, the speaker tries to minimize the threatening acts. The example of off record strategy will be described below¹³:

- a. Give hints: If I could... (In this situation the speaker gives hint to hearer).
- b. Give association clues: You know, Ted Kennedy was very close friend of mine, and I served on the committee he chaired, the health, education, labor committee. (In this situation the speaker shows the association clues to hearer).
- c. Understatement: You know, look. I feel a great deal of sympathy for the families of the four brave Americans that we lost at Benghazi. (In this situation the speaker wants to know about the condition of hearer).

¹³ Ibid, p. 16

- d. Use metaphor: It was a very close race. (In this situation the speaker analogists the thing to be race).
- e. Use tautologies: Nobody has asked me for my birth certificate. Maybe it has something to do with the color of my skin. (In this situation the speaker asks hearer but the speaker answers this question his/herself).

5. Do not do the FTA

Do not speech act or say anything.

D. Debate

Debate or debating is a formal method of interactive and representational argument. Debate is boarder form of argument than logical argument, which only examines consistency from axiom, and factual argument, which only examines what is or isn't the case or rhetoric which is a technique of persuasion. And debate is an argument, or discussion, usually in an order or formal setting, often with more than two people, generally ending with a vote or other decision.¹⁴

In this era, USA will choose the lead of the country or a President. Before choosing the President, Americans must know the candidates first. The candidates are from two big parties. There are Democrat and Republican. In here the candidates are from Democratic. Democratic debate is debating that doing by the Democratic to choose the candidate to be The President OF United State. This debate began at 2015 until 2016. The candidates are

¹⁴<http://www.allwords.com/word-debate.html> accessed on march 13th, 2016.

Hillary Clinton and Bernard Sanders. This debate has several debates. But, in this research, the researcher chooses the debate in Miami Dade College on 9th March 2016. Sanders and Clinton do battle over immigration, the Wall Street bailout, and foreign policy.

E. 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. The related of the study is about the politeness strategies in debate. First, Politeness strategies in the context of argument in Japanese debate show. Second, Face Threatening acts and standing orders: 'politeness' or 'politics' in the question time discussions of the Kenyan Parliament.

First, Politeness strategies in the context of argument in Japanese debate show. From the journal, the result of her study is she most frequently politeness strategy applied in Japanese debate shows is the use of negative politeness strategy.¹⁵

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

¹⁵ Yuga Shigemetsu, *Politeness Strategies in the Context of Argument In Japanese Debate Show*, Academic Report, 2003, Vol. 26(2), p. 8.

Ndichu Karanja. The result of their study is finding shows about positive face and negative face in Question Time Discussion to mitigate FTAs that enhancing effective communication.¹⁶

F. Theoretical Framework

This study is about the politeness strategy that used the theory by Brown and Levinson. According to Beverlyne Asiko Ambuyo, the basic social of politeness is a controlling aggression in which interaction. The approach of politeness is proposed by Brown and Levinson gets its strength over others by explaining it from more fundamental notions of what is to be a human being, the basic notion of face; which is all about the public self image that everyone wants to claim for him or herself. Their work was influenced by Goffman notion on face. He discusses face in reference to how people present themselves in social situations and interactions.¹⁷

Brown and Levinson's theory proposed their strategies. There are bald on record, positive politeness, negative politeness, off record and don't do the FTA. In this research, still uses all of this strategy but only one is not used. There are bald on record, positive politeness, negative politeness and off record.

¹⁶ 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. 9.

¹⁷ *Ibid*, p. 2.