

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the review of related literature. It includes discourse analysis, the definition of politeness, politeness strategies by Brown and Levinson, Face 2 face with Desi Anwar as the talk show chosen to be analyzed and also some previous studies.

A. Discourse Analysis

Discourse is the analysis of the language in use. It means that discourse analysis is an investigation of what the language is used. Discourse analysis is the study of the relationship between language and the context in which it is used.¹³ Means that discourse is a general idea that language is structured according to the different patterns that people's utterances follow when they take part in different domain of social life.

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 in it is 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

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

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

(1977:32) 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 interactional expressing, is the use of language produced by people for their daily life. Conversational analysts have 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 Since it is the use of exchanging the talk, it cannot be separated with the use of phatic. So it can be said that this interactional expressing includes the phatic, as the communication in the daily life.

B. Definition of Politeness

As we know that language is a tool in communication with others, so that the speakers need to use their politeness to minimize a threat between speakers. By using politeness the conversation will run smoothly. Politeness, as we know, is an attitude that everyone should have and must apply in the daily life. Some theories about politeness have been conducted by some authors.

Talking about politeness it cannot be separated with face. Face here means as hearer's self image in public. Lakoff states that face-work is a cooperative transaction in human communication. Lakoff's rules of politeness are seen as maxim. She interested to Gricean Pragmatics so the rules of her politeness are known as pragmatics system because Gricean cooperative principle was the nature

¹⁵ Ibid. 2

¹⁶ Ibid. 3

model of polite utterance.¹⁷ According to her, maxims are formulated into four stages. The maxims are including quantity, quality, relevance and manner. These four maxims are formulated from three rules. The rules are “don’t impose”, “give option”, and “make a feel good-be friendly”.

Unlike Lakoff, Geoffrey Leech does not use cooperative principle in his politeness theory. Leech uses politeness principle in his theory. The purpose of this principle is to establish and maintain feeling of comity within social group.¹⁸ In this politeness principle, Leech formulated into seven maxims. The maxims are Tact, Generosity, Approbation, Modesty, Agreement, Sympathy and consideration. Leech uses this principle because politeness involves minimizing the cost and maximizing the benefit to speaker/hearer.

Beside Lakoff and Leech theory of politeness, Brown and Levinson are two well-known authors in politeness theory. Brown and Levinson divide face in politeness into two, positive and negative face. As quoted in a journal by Luz Gil-Salom and Carmen Soler-Monreal:

“To maintain the other’s face is to recognize and respect the claim members of society make with respect to each other in interaction. The act of communicating such an acknowledgement is politeness. According to Brown and Levinson (1987), face consists of both positive and negative face. Positive face refers to the positive self-image of the interacting, including the desire that this self-image be appreciated and approved of by others. Negative face represents the basic territorial claim of the individual and her/his “freedom of action and freedom from imposition” (Brown & Levinson, 1987: 66).”

From this statement, positive face is the self image in public that people should appreciate. And negative face is there is boundary in someone’s image in public. It means someone’s need for a freedom of action and from imposition. So

¹⁷ Endang Fauziati, *Linguistic Politeness Theory*. efauziati@yahoo.com

¹⁸ Ibid. P.96

we have to take care of our speaking in order to give a range so someone does not do the threatening act.

If someone decides to do the FTAs, s/he can act on record. It means that the speaker acts or speaks clearly and unambiguously. On record is an act that can be done *baldly and without redress*. It means that the speaker briefly express the intention to the hearer. This method will be found in an urgency need or, sometimes, the speaker has the higher position than the hearer.

In the other cases, on record strategy can be done in *with redressive act*, it means that the speaker tries to minimize the imposition and damage to the hearer's face. This method is distinguished into positive politeness and negative politeness. *Positive politeness* is maintaining the hearer's positive face. It means that the speaker makes sure that the hearer is engaged to be the member of the speaker. So, there is negative think of the hearer's face. While for *negative politeness*, the speaker is maintaining the hearer's negative face. It means that the speaker should main his/her utterances to be more respect to the hearer's want without losing his/her face.

Then, if the speaker decides to do *off record*, it might be the intention to the hearer cannot be accepted clearly because the hearer might be misunderstood with the speaker's intention. It is because the speaker expresses his/her intention in ambiguous way.

In this study, the researcher uses Brown and Levinson politeness theory. In their theory there are some strategies that will be used as her focus study by the researcher. The strategies are bald on record, positive politeness, negative politeness and off record.

C. Politeness Strategies by Brown and Levinson

Discussing about politeness we will always remember to Brown and Levinson's theory. Their theory is the most used by people as reference. In Brown and Levinson theory there are four strategies chosen, they are bald on record, positive politeness, negative politeness and off record.

a. Bald on Record

Bald on record strategy, 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. By this direct way, the speaker seems threaten the hearer's face because what the speaker says may shock the hearer or it will embarrass the hearer. But it cannot be called as threatening act because both the speaker and hearer are in close relation such as close friend or family. In this strategy the speaker directly expresses what he/she want 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 example:¹⁹

- Welcoming: *Please welcome, Nadya Hutagalung!* (this example is when the speaker is a host of a program and she is welcoming the guest to a room with so many audiences are there)

¹⁹ Luh Putu Ayu Adhika Putri. "Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star"

- An emergency or urgency situations: *Call the ambulance!* (in this situation the speaker is in an emergency condition. It may be there is someone hard injured.)
- Task-oriented interaction: *Have a seat.* (in this condition the speaker make such an instruction to the hearer)
- Sympathetic or warning: *We have to stop this.* (in this condition both of the speaker and the hearer are care about something, for example they care about children discrimination as what happen these day)
- When speaker grants permission: *Yes, you may go!* (in this situation the speaker allowed someone to go as what had been requested)

b. Positive Politeness

Positive politeness strategy is used when the speaker and hearer know each other or both of the speaker and hearer are in a group of friends. Because of that situation the speaker should 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 below:

- Attends to the hearer: *You look so great!* (in this situation the hearer has done something amazing, so the speaker notice that what the hearer has done is great)
- Offer and promise: *I will cook if you help me clean the room.* (in this example the speaker promise to cook for the hearer if s/he do what the speaker's instruction)
- Presuppose/assert common ground: *Yeah, and real powerful.*

- Be optimistic: *So you said, 'I'm in Jogja to be the volunteer...* (in this situation the speaker is convincing the opinion about the hearer)
- Give or ask for reason: *Why did you go and be the volunteer?* (in this case the speaker asks for reason to the hearer because it is needed)
- Assume agreement: *So you will come to visit us next week?* (in this situation the speaker assume that the hearer will come)
- Hedge opinion: *You should study harder.* (in the speaker's mind the hearer should do more because may be the hearer got unsatisfied grade or score)
- Include the speaker and hearer activity: *Let's have our teas.*

c. Negative Politeness

Negative politeness is used when minimizing the imposition of FTA. Therefore, it can be assumed that there is some social distance or awkwardness between the speaker and hearer in that situation.²⁰ The examples of negative politeness are described below:

- Be conventionally indirect: *Would you let me know where the Oscar studio?* (in this case the speaker is asking about address to the hearer)
- Forgiveness: *I'm sorry for asking, but could you drop me in the next station?* (in this situation the speaker may be with his/her boss who asked to go home together)
- Minimize the imposition: *I just want to ask you if I could use your car?* (in this case the speaker, actually, is doubt asking the hearer to borrow the car)

²⁰ Deni Setiawan, The Politeness Analysis of Charter and Edward Character in “The Bucket List” Movie Manuscript. English Department of Education Faculty State Institute for Islamic Studies (IAIN) Salatiga, 2013.

- Be pessimistic: *How did a two year old child survive from the accident?* (in this case the speaker is showing her/his amazed to the hearer about the child struggle)
- Give deference: *Excuse me, sir, if you mind if I ask you to lend me your computer?*

d. Off Record

In off record strategy the speaker is using an ambiguity in the speaking. In this strategy the hearer face is protected but sometimes there is a risk in this strategy. The risk is causing misunderstanding meaning by the speaker to the hearer. By using the ambiguity, in this case, the speaker tries to minimize the threatening acts. The example of off record strategy will be described below:

- Give hints: *It's so hot here.* (in this situation the speaker hopes that there will be someone who turn on the fan or open the window)
- Be vague: *Perhaps someone could break the situation better.* (in this situation there is something unsatisfied then the speaker hopes that someone will solve it)
- Give association clues: *What would have happened to these girls if institutions like this didn't exist? And that's when I found out about trafficking.*
- Be sarcastic or joking: *So you can drink from the swimming pool.*
- Use metaphor: *Yeah, you are really God hand.* (in this situation the speaker may be talk to doctor who has saved his/her life from serious illness)

D. Face 2 Face with Desi Anwar

Face 2 Face with Desi Anwar was the talk show program in Metro TV which presented an interview with so many guest stars. This program held on Saturday at 7.30 p.m. Face 2 Face usually invited some guest stars not only from Indonesia but also the guest from abroad. This program became interesting because the host, Desi Anwar, is a professional presenter with her some best achievements not only as an anchor but as an entrepreneur also. She can be called as an international entrepreneur also, because she has some business not only in Indonesia. So meeting with people around the world is a usual thing for her. That's why this program often invited some international guest stars. One of the guests is Nadia Hutagalung. As described before, Nadia is now an international model, actress, and well-known person especially in Indonesia. She has increased her career in international range. She has some benefit activities so that this program has interviewed her.

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 first is the study which has been conducted by Luh Putu Ayu Adhika Putri, a graduate student from English Department Faculty of Letters Udayana University, who has conducted a research, entitled *Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star*. In her research she wrote about classification of the data to the politeness

strategies by Brown and Levinson. She concluded that not all of the strategies are applied in the script of the talk show.²¹

The other previous study of politeness strategies has been conducted by Deni Setiawan, a graduate student from English Department of Education Faculty State Institute for Islamic Studies (STAIN) Salatiga, by the title *The Politeness Analysis of Carter and Edward Character in "The Bucket List" Movie Manuscript*. In his research he found some problems such as intrinsic components of literature in the movie and the politeness strategies. The intrinsic component of literature here are character, theme, setting, plot, and point of view. While the politeness strategies are bald on record, positive politeness, negative politeness and off record strategy. In his study the four politeness strategies are used in the Bucket list movie.²²

Next, the previous study of politeness strategies has been conducted by Uma Wahdiyanti Ruhmana from STAIN Kediri. The title of her research is *Comparative Study of Politeness Strategies Used by an American and a British Radio Interviewer*. In her research, she compares the politeness strategies by Brown and Levinson which are used by an American and British in a radio talk show. The result of her research is 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. And the most used by the two interviews program is impersonalization as the type of

²¹ Luh Putu Ayu Adhika Putri. "Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star."

²² Deni Setiawan. *The Politeness Analysis of Carter and Edward Character in "The Bucket List" Movie Manuscript*.

negative politeness and no desire to maintain someone's face as the type of bald on record strategy.²³

An addition for the previous study is the research which has been conducted by Risalatul Inayati a student from STAIN Kediri. She conducted a research entitle *Politeness in Phatic Communion Used by English Department Students at STAIN Kediri*. In her research she wrote about how politeness strategy is used by the students in intimate and distance relation. She also used phatic communion which covered the four politeness strategies used by the students in their conversation. The result of the research is in intimate relation the students applied positive politeness strategy, also, they will have high solidarity but less polite. Then for distance relation, the students applied negative politeness strategy and they will have low solidarity but higher polite.²⁴

²³ Uma Wahdiyanti Ruhmana. "Comparative Study of Politeness Strategies Used by an American and a British Radio Interviewer."

²⁴ Risalatul Inayati. "Politeness in Phatic Communion Used by English Department Students at STAIN Kediri."