CHAPTER II

LITERATURE OF REVIEW

This chapter presents the review related literature. It includes pragmatic, politeness strategies by Brown and Levinson, the factor influencing the use of politeness strategy and previous study.

A. Pragmatics

Pragmatics is study which related to human's interaction. In interaction, people should respect other people in order to make good interaction.

Pragmatic is the study of the relationship between linguistic form and the users of those forms. According to Yule in his book with the title is pragmatic, there are four areas that linguistic concern (Yule, 1996);

a. Pragmatics is the study of speaker meaning. It means that this study concern about speaker utterance and interpreted by listener.
   It more do with analysis of what people mean by their utterance.

b. Pragmatics is the study of contextual meaning. It means it necessary involves the interpretation of what people mean in particular context and how the context influences what is said.

c. Pragmatics is the study of how more gets communicated than it said. It means it necessary explore how listeners can make inferences about what is said in order to arrive at an interpretation of the speakers' intended meaning.

d. Pragmatics is the study of the expression of relative distance. It means the basic answer is tied to the notion of distance, on the assumption of how close or distant the listener is, speaker determine how much needs to be said.

In conclusion, pragmatics is the study about how to interpret the utterances of the speaker and to catch what the meaning of utterance based on context correctly. There is a close relationship between pragmatics and the concept of politeness. The most influential theory of politeness is the theory formulated by Brown and Levinson (1987) which states that the problem of politeness is a fundamental thing in pragmatics because politeness is a universal phenomenon in the use of language in social contexts.

B. Politeness Strategies

Politeness strategy was first proposed by Brown and Levinson in 1978. This theory is to reduce the effect of the face threatening, known as the face threatening act. The participant should choose appropriate strategies to minimize any face threats occurring in any social activities(Mansoor, 2018). Politeness strategy is necessary to make communication run well, so that it can make the relation harmonious.

Brown and Levinson divide politeness strategies which used by the speaker to reduce the effect of face threatening there are; positive strategies, negative strategies, bald on record, and off record(Brown & Levinson, 1987);

1. Positive Politeness Strategies

Positive politeness is oriented toward the positive face and the positive self-image. Positive Politeness is oriented to satisfy the hearer's positive face. It means that speaker kindly shows his appreciation, approval, interest and solidarity, also familiarity with hearer strategy (Selfia & Marlina, 2016).

Yule defines positive politeness as the act with a more positive face of body art to speak it unfavorable to the speakers or audience or known as a face saving act (FSA) (Yule, 1996). The positive face of someone when speaking shows more friendly-ness which emphasizes that both want the same thing and have the same goal.

In positive politeness, the speaker's goal is to address the positive face needs of the hearer, thus enhancing the hearer's positive face. Positive politeness strategies highlight friendliness and camaraderie between the speaker and hearer. Positive politeness strategies are intended to avoid giving offense by highlighting friendliness. These strategies include juxtaposing criticism with compliments, establishing common ground, and using jokes, nicknames, honorifics, tag questions, special discourse markers (please), and ingroup jargon and slang (Kamlasi, 2017)

Brown and Levinson classified positive polieness strategies into 15 types, as follow:

a) **Heed the interests, desires, behavior, communicant stuff (Pay Attention to hearer's interest, wants, needs, goods)**

In this strategy speakers should pay close attention to the condition of the audience that could include physical changes, the ownership of certain things, and so on. This strategy can be used for example when someone needs something from the audience, he begins with a prolog: "Today you look fresher than usual," and he continues with: "I'm needing an additional capital for my ventures, will you lent it?". The phrase "today you look fresher than usual" is a strategy used by the speaker. After impressing him, he continues into the speaker's points and expects the main points will be responded properly.

b) **Exaggerate interest in, approval of or sympathy with a hearer).**

This strategy is used by giving an association with something impressing the audiences and expected can attract to the speaker's goals. For example: "your house is beautiful", and then it continues to the point. This statement describes the speaker's compliments to audience's house and expects the host became excited and honored. After the sociological conditions has occurred between both, then the intimacy of communication becomes more effective to communicate.

c) **Enhance the sense of attraction to communicant (employ exaggeration and dramatic effect in your speech in order to interest and involve the hearer).**

This strategy is to improve the audience's response that is initially less interested or likely to be indifferent to the information given by the speakers, be a

better response. The way is by slipping the phrases and questions to invite the audience to be more involved in communication. For example: "Did you know what I saw in the middle of way here?" a truck slipped on side of the road". After the audience feels interested in the information given, the speakers can give more information to him, because an interest shows something to be explained.

d) Use in-group identity markers.

To break the limits between the speakers and the audience, the speakers can use this strategy by using mark identity, such as Mas, Brother, Sist, Madam, and so on, to soften the imperatives of power and make closer between speakers and audience. For example: "My brother, can you help me repair my motorcycle?

e) Strive to agree with communicant (seek agreement/make small talk)

On this strategy the speaker repeats some speech spoken by him to show that the audience is listening to speaker and the information spoken by him.

f) Avoid contention with opponents said (avoid disagreement)

The way of this strategy is the speaker should be trying to avoid disagreements with the audience because by doing this, the speaker tries to deliver information affectively. If there is event of refusal of information through set an ambush, then the information becomes less acceptable and understood thoroughly by the audience.

g) Find common ground.

In this strategy, the speaker tries to reposition himself into a state of feeling or the speaker tries to adapt with the perception among speakers and audience. Here, the speaker also tries to reposition himself to conditions that are felt by the audience. So, to make the similarities of perception and intonation between speakers and audience, it would be entwined a good, measurable, and directional communication.

h) Make a joke.

This strategy can be applied if the condition of the audience is not in a good condition or in a bad mood. Here, the speaker should understand in advance the condition of the speaker's mood shown through his face.

i) Assert or imply knowledge of and concern for a hearer's wants.

This strategy can be used when the speaker has enough information about the topic that will be said and also the audience. If not, the communication will not run well.

j) Offer, promise.

This strategy is used due to the existence of a limited time between speakers and audience, so the expected and objectives communication have not been achieved. This strategy is also often used in the interactive communication like in interview.

k) Show a sense of optimism (be optimistic).

This strategy can be applied to be able to contribute positively to the environment around the speakers. For example: "Although heavily defeated on this, but I believe God justice will surely come". The example above shows an optimistic statement of a speaker who is actually difficult to accept the fact of life that cannot be avoided. Rather he keeps it in his mind, and convinces himself that there are surely all considerations behind. The speaker above uses behaviors that are able to reinforce his positive mental, so he knows how to overcome his pessimism that often stood through the spoken words.

l) Use inclusive ' we ' form.

This strategy commonly uses the words ' let's or Come on ', for example: "Let's celebrate this moment by eating together."The word "Let's celebrate" is an egalitarian form of someone who does not look at himself as a speaker who must be respected because of the structural organization position. Instead, the speaker would like to inform the audience as an equal one.

m) Give (or ask for) reasons.

The strategy is used to validate about any information requiring an answer and clarification so as not to be biased.

n) Assume or assert reciprocity.

The Act of this strategy is similar to the bargain. Both the speaker and audience will agree to do something based on the deal has made. The Speaker

will do what the audience want, and also the audience will do what the speaker means.

o) Give sympathy to the audience (give a gift).

This strategy is used to provide comfort and trust to the social conditions against the audience. One of that is offering an assistance to the audience.

2. Negative Politeness Strategy

Negative politeness is also known as a respect politeness where every partisipant not to be disturbed and to be free.(Mujiono,2015). In addition, there is an explanation stating that negative politeness is an action oriented to face rescue face negative which tends to show respect and emphasis on the importance of time or the Affairs of the communicant, including even in apology for any inconvenience or interruption (Yule, 1996, 62). Negative In addition, negative politeness can be done by giving homage (deference) to the interlocutor. Brown and Levinson (1987, pp. 132-211) have classified ten sub strategies of negative politeness strategy, those are:

   a) Strategy 1: Be Conventionally Indirect

   b) Strategy 2: Question, Hedge

   c) Strategy 3: Be pessimistic

   d) Strategy 4: Minimize the imposition, Rx

   e) Strategy 5: Give Deference

   f) Strategy 6: Apologize

   g) Strategy 7: Impersonalize S and H

h) Strategy 8: State FTA as a general rule

i) Strategy 9: Nominalize

j) Strategy 10: Go On Record as Incurring a Debt. Or as Indebting H

3. Bald On Record

Bald on record is one of the strategies in Brown and Levinson politeness principle that in short is imperative sentences. Brown and Levinson (1987) said that the strategy of bald on record can be treated like a maxim that was initiated by Grice. The prime reason for using bald on record may be stated simply; in general, whenever S wants to do an FTA with maximum efficiency more than he wants to satisfy H's face, even to any degree, he will choose bald on record.

4. Off Record

Brown and Levinson (1987) explain that off record is a communicative act which contains not only one particular intention. It means the speaker does not explicitly say the words, and the hearer can speculate on speaker's utterance. When a speaker wants to do an action threatening the advance (FTA), but wants to avoid responsibility for his act, then he can do it faintly (*off the record*) and the partner said to decide how to interpret speech delivered by speakers. There are 15 kinds of Off Record as follows;

a) Strategy 1: Give Hint

b) Strategy 2: Give association clues

c) Strategy 3:Presuppose

d) Strategy 4: Understate

e) Strategy 5: Overstate

f) Strategy 6: Use Tautologies

g) Strategy 7: Use Contradiction

h) Strategy 8: Be Ironic

i) Strategy 9: Use metaphor

j) Strategy 10: Use rhetorical question

k) Strategy 11: Be Ambiguous

l) Strategy 12: Be Vague

m) Strategy 13: Over generalize

n) Strategy 14: Displace H

o) Strategy 15: Be incomplee, use ellipsis

C. Factors Influencing the Use of Positive Politeness Strategy

The employment of politeness strategy is influenced y sveral factors. There are two factors that influence the speaker to employ politeness stretagy (brown and Levinson 1987:71). The factors are payoff and circumstances;

1. **Payoff**

By employing positive politeness strategy, the speakers can get so many advantages such as: The speaker will be able to minimize the FTA by assuring the hearer that he agrees the hearer and wants to fulfil the hearer's wants. Thus, the hearer positive face is not threatened by the speaker because it can be seen of their mutual shares.

For example:

"*Let's get on for the dinner*"

(Brown and Levinson, 1987:72)

The example above shows that the speaker minimizes the FTA (request) to the hearer by including the speaker him self equally as the participant.

2. **Relevant Circumstances**

The seriousness level of an FTA is also influenced by the circumstances, sociological variables, and thus to a determination of the level of politeness. According to Brown and Levinson (Brown & Levinson, 1987) there are three dimensions to determine the level of politeness; relative power, social distance, and rank of imposition. The types of relevant circumstance are described below:

a) **Relative Power**

Power (P) is the general point that we tend to use a greater degree of politeness with people having some power or authority over us than to those who do not. It is based on the asymmetric relation between the speaker and the hearer. These types of power are mostly found in obviously hierarchical settings such as courts, the military, and workplace. For example, you would probably be more polite about conveying to your employer because of his coming late than conveying your brother. This is because your employer can influence your career in a positive way (reward power) or negative way (coercive way).

a) Social Distance

It can be seen as the composite of psychologically real factors (status, age, sex, degree of intimacy, etc) which together determine the overall degree of respectfulness within a given speech situation. It is based on the symmetric relation between the speaker and the hearer. For example, you feel close to someone or you know him well because he is similar in terms of age or sex, then you will get closer to him and distance rating will get smaller. As a result, you will not employ polite utterance when you ask him to do something. In contrast, you will employ polite utterance when you interact with person whom you have not known well, such as person who is older than you.

b) Size of Imposition

It can also be seen from the relative status between one-speech act to another in a context. For example, borrowing a car in the ordinary time will make us feel reluctant, but in urgent situations it will be natural. Thus, in the first context we will employ polite utterance. Meanwhile, in the second context, it is not necessary to employ polite utterance because the situation is urgent.

D. Previous Study

Nowadays, we can find politeness strategy in daily life such as; in talkshow, in class interaction, in the movie, in daily life interaction.

In previous studies which analyze positive politeness strategy in Midnight in Paris Movie by Woody Allen found that finds that there are 13 positive politeness strategies in this movie from 50 data. Exaggerate (interest, approval, sympathy with H) strategy is the most dominant kind of positive politeness strategies

employed by the characters in Midnight in Paris movie with 15 data, while both assert or presuppose knowledge of and concern for the hearer's wants strategy and give gifts to H (goods, sympathy, understanding, cooperation) strategy are the lowest with only 1 datum of each strategy (Permadi Wirdah, 2018).

In teaching learning, (Adel a, and friends analyze about politeness strategies used by Iranian 14 EFL learners in a class blog which the data 1520 politeness utterances across all posts including 800 politeness utterances used when learners were interacting with their instructor and 720 politeness utterances used when learners were interacting with their peers. Found that learners frequently used positive strategies as signs of psychologically close relationship, reciprocity and friendship in a group (Adel et al., 2016)

In text messaging, Shahrzad Eshghinejad and M. Raouf Moini analyze asymmetric power relation and social distance between them using politeness strategies in text messaging (SMS) used by student when sending the message to the teacher (Eshghinejad & Moini, 2016). Qualitative and quantitative applied in this research. The data in this study is male and female Iranian English learners in sending a message to their professor using positive and negative politeness strategy. This study found that learners use politeness strategy according to the academic context, and female mostly using negative politeness strategy than male learners, and there is no difference between gender and the use of politeness strategy.