

## **CHAPTER II REVIEW OF RELATED LITERATURE**

This chapter is divided into two sub-chapter. Firstly, the theoretical review of pragmatics, politeness strategies theory, and all kind of politeness strategies. Secondly, the review of previous study that consist of similarity with this research.

### **A. Theoretical Framework**

In conducting a research, theories are needed to explain some term or concepts in order to avoid misunderstanding between the writer and the readers. Some terms of this study should be made clearly. The terms used in this study are presented and discussed as in the following:

#### **1. Pragmatics**

According Yule (1988) Pragmatics is described as a study that concerns the meaning conveyed by a student speaker (or writer) and listener-interpreted (reader). Such a form of study the understanding of what people mean in a specific context necessarily involves the meaning affects what they appear to be. It requires a consideration of how speakers coordinate what they want to tell about who they are talking to when, where, and when, when, and what the conditions are.

Pragmatics draws on what's encoded semantically in the tongue, language. That is the point which differentiates them. Pragmatics is about the practices of interaction of semantic knowledge with our world-knowledge, taking into account contexts of use account.

Cities from Horn, Laurence R.; Ward, Gregory (2006), pragmatics is characterized as the study of context-dependent aspects of meaning that are systematically abstracted from content or logical form construction.

Pragmatics, in conclusion, is a study that interacts with language and it is within a certain sense, users. Both speakers and hearers are listened to by the users. Not only is the meaning of the utterances given by the speaker limited to the meaning of the speaker, but also the hearer's perception.

## **2. Politeness Theory**

### **a. Face**

Politeness is way to show awareness of other person public self-image. The theory of politeness suggested by Brown and Levinson (1987) has been regarded as the most seminal face-work conceptual structure. The concept of the face was proposed by Brown and Levinson based on Goffman's face is the positive social value that a person effectively claims for himself through the line that others assume he took during a specific contact, Goffman, Erving. (1967).

Yule (1998) mention the face is defined as a person's public self-image. It refers to everyone has and expects everyone else to have that emotional and social sense of self recognizing. To maintain a harmonious interpersonal relationship and to ensure that there is effective social interaction should make the people aware of the face of

another person. To make more polite speech, here are some strategies that can be used. Politeness has positive politeness and negative politeness, Brown and Levinson (1987).

1. Negative face, The right to free action and the right to freedom from imposition.
2. Positive face, The need for to be respected and to maintain a positive self-image

For example, if someone asks someone else to get a pen, if he/she negative face applies, he/she says, "Can you lend me a pen? Other sides, if he/she needs to show his/her positive face, "How about letting me do using the pen?"

A face-saving act that is directed towards the negative face of the person that will tend to show deference, emphasize the value of the time or concerns of the other, an apology for the imposition or interruption is called negative politeness. A face-saving act that identifies with the optimistic face of the person, which appears to show unity, emphasizes that both speakers want the same thing. It is called positive politeness, because they have a common purpose, Yule (1998).

It is often discovered in everyday conversation that a person expects their public self-image will be respected. According to, Yule (1998) if the speaker says something to minimize the possible threat from the face of another, called a threat, it is called face saving act.

According to Holmes (1995) being polite involves expressing respect for the individual with whom we are conversing while avoiding offending them, as well as expressing positive regard for others and non-obtrusive distancing behavior.

#### **b. Face- Threatening Act (FTA)**

According to Yule (1998), the utterances or acts to minimize the threat of another's face are known as the face the saving act, while the threat to the self-image of another person is called Face-Threatening or FTA. This act avoids the protection of the freedom Behavior (negative face) and stating the intention of someone to be wanted by others (positive face). The interlocutors use specific strategies to avoid FTA's in an effort to prevent Based on a rational assessment of the face threat to the threat, mitigate the threat participants.

For non-native speakers to perceive in English seems hard because politeness level in English are only subtly different from one another. Taking another example, in English there is only one pronominal form of address “you” for all interlocutors. Therefore, the speakers do not have choices for differentiating the degrees of formality and informality, respect and intimacy (Fitriah, F., & Hidayat, D. N. 2018).

### **3. Politeness Strategies**

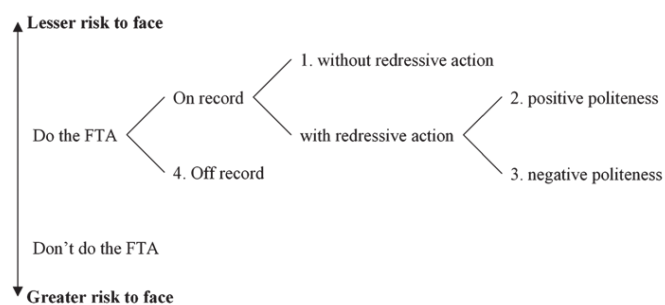
Brown and Levinson reveal the theory about a politeness theory. The theory was published in 1978. According to Brown and Levinson (1987) politeness implicated the awareness of other people's face wants

(Sukarno, S. 2018). Politeness strategy is the method to make the speech better. Polite speech certainly makes listener feel appreciated. According to (Fitriah, F., & Hidayat, D. N. 2018) A culture convention of politeness refers assessment of people's speech behavior on the basis of social community values. Looks like it is cultural convention comes from certain socio-cultural system, that understanding this idea is a prerequisite to behaving competent in that community. Speakers need to use strategies to minimize the threat in order to provide effective contact without threatening each other. The strategies to minimize the threat of the listener's face are called Politeness Strategies.

There are many rules and principles in every society that regulate how people speaking and behaving. Brown and Levinson have a thorough review of strategies used in order to maintain their respective faces in social interaction, the participants. According to Brown and Levinson (1999) propose four main types of politeness strategies: bald on-record, negative politeness, positive politeness, and off-record (indirect).

The strategies are given below:

Figure 2.1 Politeness Strategy table



a. Bald on Record

Brown and Levinson (1999) the bald on-record technique is a direct way of saying something without any direct, clear, unambiguous and concise management of the imposition. This kind of sort of strategy is generally found in individuals who are very well familiar with each other and who are in their context very comfortable such as a close friend and family.

On-record Bald the technique of politeness is perceived as the speaker showing directness and baldness that normally sounds disrespectful and arrogant or rude. The following are the sub strategies of bald on record politeness strategies:

1) Cases of non-minimization of the face threat.

Where maximum efficiency is very important, and this is mutually known to both S and H, no. face redress is necessary. In cases of great urgency or desperation, redress would actually decrease the communicated urgency. For example:

- a) Help! (compare the non-urgent 'Please help me, if you would be so kind')
- b) Watch out!
- c) Your pants are on fire!

2) Cases of FTA-oriented bald-on-record usage

The standard uses of bald on record, are usages where other demands (at least metaphorically) override face concerns. But

another use of bald on record is actually oriented to face. The classic example of such invitations is perhaps 'Come in', which is a bald-on-record imperative in many languages:

- 1) Come in, don't hesitate, I'm not busy.
- 2) Go.
- 3) Sit down.

b. Positive Politeness

Positive politeness is basically directed towards a positive face of the listener, namely a positive image that is considered to be owned by the listener. Positive politeness strategies direct the speaker attract common goals and even friendship. Positive politeness in speech with polite language. The speech that was delivered tried to avoid a rejection of the listener by preceding it with the opening (Syah, N. A., Djatmika, D., & Sumarlam, S.).

On positive politeness, Brown and Levinson give the following strategies: (1) Giving special attention to the listener. (2) Enthusiasm, approval, and sympathy for the listener. (3) Increasing interest to the listener. (4) Using a marker that shows the identity or similarity of the group. (5) Find and use the agreement with the listener. (6) Avoiding conflict from the listener. (7) Increase the perception of a number of similarities. (8) Making jokes. (9) Create the perception that the speaker understands what the listener wishes. (10) Making offers and promises. (11) Demonstrating a sense of optimism. (12) Trying to get

involved in activities together. (13) Giving and asking for reasons. (14) Offering a reciprocal action. (15) Giving the sympathy (Brown and Levinson, 1987).

The following are the sub strategies of positive politeness strategy:

- 1) Strategy 1: Notice, attend to a hearer (her or his interests, wants, needs, goods)

Example: *What a beautiful vase this is! Where did it come from?*

- 2) Strategy 2: Exaggerate (interest, approval, sympathy with hearer)

Example : *What a fantastic garden you have!*

- 3) Strategy 3: Intensify interest to a hearer; making good story, draw the hearer as a participant into the conversation.

Example: *I never imagined that there were thousands beautiful girls in Jim's party last night!*

- 4) Strategy 4: (Use in-group identity markers); address form, ingroup language or dialect, jargon or slang, contraction and ellipsis.

Example: *Bring me your dirty clothes to wash, Johnny.*

- 5) Strategy 5: Seek agreement; repetition - agreement may also be stressed by repeating part or all of what the preceding speaker has said.

Example:



*A: I had a flat tyre on the way home.*

*B: Oh God, a flat tyre!*

- 6) Strategy 6: (Avoid disagreement); token agreement, pseudo-agreement, white lies, hedging opinions.

Example:

*A: That's where you live, Florida?*

*B: That's where I was born.*

- 7) Strategy 7: Presuppose/ raise/ assert common ground; gossip, small talk, point-of-view operations, presupposition manipulations.

Example: *I had a really hard time learning to drive, didn't I.*

- 8) Strategy 8: Joke.

Example: *OK if I tackle those cookies now?*

- 9) Strategy 9: Assert or presuppose speaker's knowledge of and concern for hearer's wants.

Example: *I know you can't bear parties, but this one will really be good- do come! (request/offer)*

- 10) Strategy 10: Offer, Promise.

Example: *I'll drop by sometime next week*

- 11) Strategy 11: Be optimistic.

Example: *Look, I'm sure you won't mind if I remind you to do the dishes tonight.*

- 12) Strategy 12: Include both a speaker and a hearer in the activity.

Example: *Let's get on with dinner, eh?*

13) Strategy 13: Give (or ask for) reasons.

Example: *Why not lend me your cottage for the weekend?*

14) Strategy 14: Assume or assert reciprocity.

Example: *I'll give sugar for you if you give tea for me*

15) Strategy 15: Give gifts to a hearer (goods, sympathy, understanding, cooperation)

Example: *I'm delighted to hear about your cat*

c. Negative Politeness

Negative politeness strategies are used in the form of questions that contain auxiliary verb about feeling. The uses of this strategies also produces expressions apology. Sometimes negative politeness strategies can also be seen from the expansion speech. Negative politeness was also specially expressed in the question as a question that to ask permission.

According to Brown and Levinson (1987) negative politeness is described as "the core of respect behavior" that is "more precise and focused." The aim of this strategy is to keep the burden on the listeners as low as possible. Its aim is to make solidarity a reality. As a consequence, it immediately means that the situation involves any social distances or awkwardness. One example of a negative politeness technique is the use of hedges or questions, Rosari (2016)

The following are the sub strategies of negative politeness strategy:

- 1) Strategy 1: Be conventionally indirect

Example: *Can you please pass the salt?*

- 2) Strategy 2: Question, hedge. Do not assume a hearer is able or willing to comply to any acts imposed on him.

Example: *Won't you open the door?* (which could be glossed as 'I hedgedly request that you open the door')

- 3) Strategy 3: Be pessimistic about ability or willingness of a hearer to comply to any acts imposed on him.

Example: *Could you jump over that five-foot fence?*

- 4) Strategy 4: Minimize the imposition.

Example: *I just want to ask you if you could lend me a single sheet of paper.*

- 5) Strategy 5: Give deference.

Example: *Excuse me, sir, but would you mind if I close the window?*

- 6) Strategy 6: Apologize; admit the impingement, indicate reluctance, give overwhelming reasons, beg forgiveness.

Example: *I'm sorry to bother you, do you know where the American Express office is?*

- 7) Strategy 7: Impersonalize a speaker and a hearer; performatives, impersonal verbs, address terms as 'you' avoidance.

Example: *I ask you to do this for me.*

- 8) Strategy 8: State the FTA as a general rule

Example:

(a) *Passengers will please refrain from flushing toilets on the train.*

(b) *You will please refrain from flushing toilets on the train.*

- 9) Strategy 9: Nominalize to distance the actor and add formality

Example:

(a) *You performed well on the examinations and we were favourably impressed.*

(b) *Your performing well on the examinations impressed us favourably.*

(c) *Your good performance on the examinations impressed us favourably.*

- 10) Strategy 10: Go on record as incurring a debt, or as not incurring a debt.

Example: *It wouldn't be any trouble; I have to go right by there anyway.*

d. Off Record

Any of the speakers' pressure is taken off-record or indirectly. It is utterances that are indirect uses of language that must be understood for specific meaning. Off-record strategy is described by Brown and Levinson (1999) as a communicative act that is performed in such a way that one particular communicative intention cannot be attributed to the act. Off-record simply refers to a comment made when one is not directly addressing the other or when one is dropping hints.

The following are the sub strategies of off record politeness strategy:

1) Strategy 1: Give hints

Example: *It's cold in here.* (c.i. Shut the window)

2) Strategy 2: Give association clues

Example: *My house isn't very far away .... There's the path that leads to my house.* (c.i. Please come visit me)

3) Strategy 3: Presuppose

Example: *I washed the car again today.*

4) Strategy 4: Understate

Example:

A: *What do you think of Harry?*

B: *Nothing wrong with him.* (c.i. I don't think he's very good)

5) Strategy 5: Overstate

Example: *I tried to call a hundred times, but there was never any answer.*

6) Strategy 6: Use tautologies

Example: *Boys will be boys.*

7) Strategy 7: Use contradictions

Example: *Well, John is here and he isn't here*

8) Strategy 8: Be ironic

Example: *John's a real genius.* (after John has just done twenty stupid things in a row)

9) Strategy 9: Use metaphors

Example: *Harry's a real fish.* (c.i. He swims like a fish)

10) Strategy 10: Use rhetorical questions

Example: *How many times I have to tell you ... ?* (c.i. Too many)

11) Strategy 11: Be ambiguous

Example: *John's a preety smooth cookie.*

12) Strategy 12: Be vague

Example: *Looks like someone may have had too much to drink.*  
(vague under- statement)

13) Strategy 13: Over-generalize

Example: *People who live in glass houses shouldn't throw stones.*

14) Strategy 14: Displace hearer

Example: where one secretary in an office asks another — but with negative politeness — to pass the stapler, in circumstances where a professor is much nearer to the stapler than the other secretary. His face is not threatened, and he can choose to do it himself as a bonus ‘free gift’

15) Strategy 15: Be incomplete, use ellipsis

Example: *Well, if one leaves one's tea on the wobbly table ...*

## **B. Previous Study**

The researcher took some previous studies to ascertain the authenticity of the study. The first research is from Regita Widya Murti (2020), the researcher analysis politeness strategies used by netizen comments on Politicians Twitter account. The researcher used Brown and Levinson (1987), there are Positive politeness, negative politeness, off record, and bald on record. She wants to know what the kind and the dominant type of the politeness strategies are used on comments Indonesian's Politicians twitter account. The data were in forms of 5 politicians in Indonesia who discussed about Covid 19 virus. The result showed 75 comments consisting of 5 politician accounts, each account analyzed 15 comments. In total, there are 15 bald on record, 12 positive politeness, 10 negative politeness, and 38 off record. The dominant type of politeness strategy used is off record. It takes 38 of the comments out of 75 comments.

The next researcher is from Febrina (2017), the research conducted in order to find out politeness used to minimize FTAs (face threatening acts) performed by male and female instagram users. The research finding out face threatening acts commonly performed by Instagram and politeness strategy performed by instagram users to minimize FTAs. This research used Brown and Levinson's theory of politeness strategy and (FTAs) face threatening acts. The result of FTA, there are 14 male instagram users for performing FTAs, 12 female users instagram for performing FTAs. The result of politeness strategies performed 14 times, there are 5 male instagram users performing politeness strategies with positive politeness, and 9 female instagram users perform positive politeness. She did not find any negative politeness on instagram users in commenting a status.