CHAPTER II

LITERARY REVIEW

This chapter present the definition and theoritical framework of this study. There are three points mentioned in this chapter, they are Pragmatics Politeness, and Kinesics.

A. Pragmatics

According to Levinson (1983:5) Pragmatics is the study of those principles that will account for why a certain set of sentences are anomalous, or not possible utterances. Furthermore, there are some definitions of pragmatics. According to Yule (1996:3) for the first pragmatics is the study of utterance as communicated by a speaker and interpreted by a hearer. Secondly, pragmatics is the study of contextual meaning. It requires a consideration of how a speaker organizes what he or she wants to say. Thirdly, pragmatics is the study of how the hearer gets the implicit meaning of the speaker's utterances. The last, pragmatic is the study of the expression of a relative distance. It is assumed as the study of the relationship between linguistics forms and the users of those forms.

The advantages of studying language via pragmatics are that one can talk about people's intended meaning, their assumptions, their purposes or goals, and the kinds of action. Since there is an advantage, it will always have disadvantages, and that these entire human concepts are extremely difficult to analysed in a consistent and objective way.

According to Yule (1996:4) Pragmatics is the study of contextual meaning. This type of study involves the interpretation of what people mean in a particular context and how the context influences what is said. It also requires a consideration with who they are talking to, where, and under what circumstances. Therefore, the advantage of studying language through pragmatics is that one can talk about people's intended meaning, their assumptions, their purposes or goals, and the kinds of action they are performing when they speak.

B. Politeness

According to Weydt (1983) politeness can be said as a pragmatics mechanism in which a variety of structures including non verbal and prosodic features work together according to the speaker's intention of achieving a smooth communication. Thus, politeness can be determined from the linguistics form used, the context of the utterance, the relationship between speaker and hearer.

Being Polite is important in having conversation within a culture with norms and value. According to Yule (1996) Politeness strategies are very important to investigate as it is used by people in their interaction and in specific contexts, knowing how to say, what to say, when to say, and to be with other people. People should be polite and giving respect to others when the speaker talks to in order to bring kindness and convenience situation in doing conversation.

As Leech said (1983), the use of politeness is to minimize the effect of impoliteness in social interactions, this theory has focused far more on polite behavior and minimize on impolite behavior.

Leech (1983) divides politeness strategies into several maxims. Maxim is a rule in lingual interaction; This rule regulates the action, use, interpretation of the actions and utterances of the opposite communication. In addition, maxim is also referred to as a form of pragmatics based on the principle of cooperation and the principle of politeness. This maxim implies that it is imperative to express speech politely and avoid rude speech. These maxims are included in the category of politeness strategy principles.

1. Tact Maxim

Basically, tact maxim is to minimize imposition it is essentially adhering to someone's negative face needs. Because the tact maxim has an implication, namely *do not do what the speaker does not want.* Avoid actions that can hurt the speaker.

2. Generosity Maxim

The basic principle of the maxim of generosity is all about *putting other people first and minimize the benefit to yourself.* The maxim of generosity serves as a tool to find conformity and maximize the benefit to others. Because the maxim of generosity implies doing what the speaker wants.

3. The Approbation Maxim

The main purpose of the approbation maxim is to *minimize expression which dispraise people and maximize praise others.* The most important aspect of the maxim of praise is trying to avoid things that displease other people in conversation, especially regarding the speaker. This maxim will be discussing in this research that is about responding in compliments which is contains in *The Pursuit of Happyness* Movie. The Approbation as positive respond in responding compliments.

4. Modesty Maxim

Basically, modesty maxim has the main idea, which is *to praise yourself as little as possible.* Modesty maxim often gets paired up with the approbation maxim because they are about praise. However, is about praise of self and should be minimize expressions of self. Speakers are expected to be humble by reducing praise for themselves.

5. Agreement Maxim

Essentially, In the maxim of agreement it is tryin to *minimize disagreements and maximize agreements* between the speaker and the hearer. It is often more a case of really emphasizing the fact that you are agreeing with something rather than totally avoiding disagreements.

6. Sympathy Maxim

The principle of the maxim of sympathy, which is *to reduce antipathy between speaker and hearer and increase sympathy between oneself and others.* Essentially means not showing hostility or hate to others but thinking about maximize sympathy for others if other people are in bad situation.

For example, it can be like "Oh, so sorry to hear that about the passing your cat".

C. Kinesics

Chaika (1982) said that kinesics is study of body movement that important thing for people understanding the meaning body movement as the way to comprehend what someone actually says.

Further, Givens believes that when someone speaks or listens, their attention is focused on words rather than body language. But our comments include the two of them. The listener is directly processing verbal and nonverbal signal. Body movements are not usually negative or positive in or of themselves rather, the situation and the message will determine the evaluation.

The concept shows of kinesics are body language, smiling, gestures, proxemics, and eye to eye connection. They are significant for formulate communication and for showing interest, politeness, submission, approval or disapproval. Each social community may have various standards in making those repertoires as kinesics carry particular meanings and many interpretations.

Here are the following some kinesics repertoires:

1. Body Language

It is hard to talk without using body movement and the expression of face. Human expressive movements are connected to enthusiastic experience. Eyebrow lifting, for example, may have various emotional meanings to specific societies. It may mean yes, indicate recognition, or express flirting. It may also means that the look disapproves of a particular behavior.

Facial expressions are associated with feelings whether someone is happy, sad, disturbed, surprised or fearful.

2. Smiles

There are various of smiles in which impacted by purposes, situation, and cultural background. There are friendly smiles, sly smiles, skeptical smiles, derisive, threatening, sick smiles, and grins. Alexander and Babad (1981) states that smiling is clearly inborn, but how much someone smile and the intensity with which it is done seems to be cultural. For example, some culture request a wide, teeth showing smile of greeting while others greet individuals with quiet or restricting open-lipped smile.

3. Gestures

Gestures in certain societies are the same as other society. For instance, the gesturing of the head means "yes" in almost every culture and the shaking of the head means "no". Almost Americans raise their eyebrows along with gesturing their head to say "yes" and contracting their eyebrows along with shaking their head to say "no". Gestures are

probably the significant body movements which impact the determination of the influential aspect in the viewpoint of compliment and compliment response.

4. Proxemics

Proxemics is the study of investigation of human or human kind perception and use of place. In a interaction, people need to know the correct patterns for their general public by learning how close or far from those with whom they are conversing, with whom they are talking to. Each culture may have various perception of typical distance between speakers.

Moreover, how much space between speakers additionally shows strength.

5. Eye Contact

The interaction, usually starts when eye to eye connection is made. Eye to eye connection changes in frequency and length as it affected by culture. There are gaze, stare, looking away, etc. Within cultures there are contrasts in eye contact between genders, different age group and different status. Frequently, in a communication, the subordinate individual ganders at the superior more than the superior looks at the subordinate. Just as audience look more at speaker than speaker look at audience.

6. Touching

The level of touching in normal social interaction varies between cultures. Handshaking and applauding, for example, indicate strong holding and solidarity. In particular situations, touching between adults can indicate sexuality. Eye to eye connection frequently interacts with contact. Both give accurate messages about intimacy, solidarity, and

power. Therefore, it is clear that even the simplest of interaction requires a good deal of learned conduct. The style used should be appropriate for the occasion. In order to avoid misunderstanding during interaction, people need to consider to the organization of their body language, face expression, gestures, proxemics, touching, and eye contacts.

7. Compliment

According to Holmes (1988), a compliment is a speech act which explicitly attributes to someone other than the speaker, usually the person addressed, for some goods (possession, characteristic, skill etc.) which is positively valued by the speaker and the hearer.

In building a good relationship with people, compliment is one of ways to everyone seems love to be praised.

According to Tsui (1994), compliment is the second subclass of an assessment in which the speaker makes a positive evaluation of the hearer (1994: 145). The particular aim of compliment is to make the hearer feels good. Wolfson and Manes argued that compliment establishes solidarity between S and H (Wolfson & Manes, 1980). Compliment is not only about look and physical appearance of someone, but also at something which cannot be seen inside.

8. Responses to Compliment

Compliment and its responses cannot be separated, Herbert states that compliment has the structure of an adjacency pair operation or action event (1998: 53). When someone is given a compliment, she/he will give a response towards it. Herbert (1990) divides compliment response into twelve types as follow:

a. Appreciation Token

This response shows an acceptance towards the given compliment verbally or non-verbally.

Examples: "Thank you"; nodding; smiling.

b. Comment Acceptance

The addressee shows acceptance and adds some relevant comments towards it.

Example: "Yeah, I like this too."

c. Praise Upgrade

The addressee not only accepts the compliment but also adds a comment which indicates that the given compliment is not enough.

Example: "This scarf adds more elegance to this outfit, right?"

d. Comment History

The addressee adds the background story of the complimented object.

Example: "My mother bought this for me."

e. Reassignment

The addressee accepts the compliment but she derives the compliment to the third person or the object itself.

Examples: "My boyfriend knows what's the best for me."

f. Return

The addressee accepts the compliment then returns it to the addresser.

Example: "You're beautiful, too."

g. Scale Down

The addressee doesn't agree with the compliment by mentioning some flaws of the complimented object. The addressee also thinks that the compliment is overstated.

Example: "It was just a small play."

h. Question

The addressee questions the sincerity of the compliment and the worthiness of the complimented object.

Example: "Really, do you think so?"

i. Disagreement

The addressee rejects the compliment by thinking that the compliment is not worthy for him/her. He/she probably thinks that the compliment is misdirected.

Example: "I don't think so."

j. Qualification

The rejection in this type is weaker than disagreement. The addressee usually adds but, though, well, etc.

Example: "Yeah, but my sister is better."

k. No Acknowledgement

The addressee shows no indication of hearing the compliment either by shifting the topic or giving no response (keep silent).

Example:

A: "Wow, you look great in that dress." B:

"Have you got a car to take us there?"

      l.   Request Interpretation

The addressee intentionally or unintentionally defines the compliment as a request.

Example:

A: "Your dress looks fancy!"

B: "Do you want to borrow this?"

D. Previous Studies

There is some previous study which almost similar with this research, to begin with there was a post graduated thesis entitled "*A Pragmatic Analysis of Politeness Strategies and Politeness Principles in Uptown Girls* by Qolidina Novianiby (2014) In this research she identified the types of politeness strategies in the main characters' utterances in Uptown Girls, and described the politeness principles underlying the preference of Uptown Girls main characters in choosing a certain politeness strategy. This research was descriptive qualitative. This research used the theory of Brown and Lakoff in the application of the politeness strategies.

Another similar research was conducted by Ike Rahmaniati Rahayu (2010) entitled "*Politeness Strategies In Giving And Responding To Compliments: A Sociopragmatics Study Of Compliments In The Devil Wears Prada* This research was analyzed the way the characters employ compliment also compliment responses and the politeness strategies delivered by the characters in giving and responding to compliment in the movie with title *The Devil Wears Prada*. Five major theories used are Holmes's Social Dimensions

of Communication, Hymes' speaking theory, Chaika's theory of kinesics, and Herbert's theory of compliment responses, and Brown and Levinson's theory of politeness strategies. This research applies a socio-pragmatic approach as the way of analysis. This research used a descriptive qualitative method.

The Use of Politeness Strategies in Conversation between Ben Whittaker and Jules Ostin in *The Intern* Movie by Heni Budi Astuti (2017). In her research the objective was to find out the politeness strategies in the intern movie, the theory used was Brown and Levinson's theory of politeness strategy and the result found that the most frequent strategy used by the main character was in positive politeness. The positive politeness was found 41 times, negative politeness was 36 times, off-record 26 times, and Bald On-Record 13 times.

Another previous study was conducted by Widanti Septiyani (2016) entitled "*The Use of Brown and Levinson's Politeness Strategies by The Main Characters of Bride Wars Movie.* This research was conducted to find out what are the strategies of politeness used by the main character and what are the factors affecting the character's choices of politeness strategies at the movie.

As the result this research found there were four strategies used at the movie namely Bald-on record, Positive Politeness, Negative Politeness and Off-record. Moreover, the factor affecting choices of politeness were the payoffs and sociological factor.

The last research was conducted by Nindya Galuh Aprillia (2017) "*Politeness Strategies in Giving Compliments and Responding to Compliments Based on the Movie Entitled Sex and the City Seasons 1 and 2 (A Pragmatics Approach)*".This research was conducted to analyse about the

topics of compliments uttered by the characters in Sex and the City Seasons 1 and 2 by using the theory of Brown and Lakoff. It was also conducted to describe the way the characters employed the politeness strategies through compliment expressions and compliment responses. This research is based on a pragmatic approach that focuses on compliments expressions and compliments responses. This research use descriptive qualitative research. The source of data in this research is the movies entitled Sex and the City seasons 1 and 2. There are thirty-four dialogues chosen as data and analysed with the Brown Levinson's politeness theory.

The differences between this research and these previous studies are at the object of the research and the theory used as the main core of the research. This research will look at the politeness strategies in responding to compliments in *The Pursuit of Happyness* movie, this movie tells about a little ordinary family that struggle to face the world, there are many struggles faced during the novel but they tend to be harmony hold onto such a polite principle.

Moreover, what makes this research in contrast with the previous researches was on the theory used. This research will use the theory of Leech where he defined 6 strategies of politeness which are *tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim*. Therefore, this research is really different from the previous researches.