

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter presents the review of related literature which includes the concepts of discourse analysis, the definition of politeness, politeness strategies by Brown and Levinson, *The Oprah Winfrey Show*, previous studies and theoretical framework.

#### **A. Definition of Pragmatic**

According to Yule, “Pragmatics is the study of the relationships between linguistic forms and the users of those forms”.<sup>6</sup> It means that this subject is related to human being and context situation. Learning pragmatics might ease people in communication, because, people are able to know the intended meaning of somebody else’s utterances including the context.

Pragmatics is related to human’s interaction. In his/her interaction with others, he/she has to pay attention to the social and cultural background. Sometimes, he/she has to respect each other in order to make good interaction. To respect other people, everyone has to consider politeness. Therefore, politeness becomes one of the units to be studied in pragmatics.

#### **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.<sup>7</sup> Politeness is used by someone to to show the respect to other. According to Yule, politeness is a concept of polite social behavior in a particular culture. It can be shown by showing good manners towards others.

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<sup>6</sup> George Yule, *Pragmatics*, (Oxford : Oxford University Press, 1996), p. 4.

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

Politeness is related to the concept of face.<sup>8</sup> 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 need 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 Lakoff, maxims are including 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.<sup>9</sup>

The other author based on Brown and Levinson, face is a kind of public self-image that belongs to everyone. Everyone ought to consider face as basic wants so that one might know each other's desires. The strategies range from doing the FTA (Face Threatening Acts) directly without minimizing the threat at all to not doing the FTA (Face Threatening Acts). There are four types namely bald on-record, positive politeness, negative politeness, and off record strategy.<sup>10</sup>

### C. Brown and Levinson's Politeness Strategies

The basic concept adopted in this study is politeness developed by Brown and Levinson's theory<sup>11</sup>. With inspired by Goffman work, Brown and Levinson developed their theory on the relationship between intensity

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<sup>8</sup> George Yule, *Pragmatic*, (Oxford : Oxford University Press, 1996), p. 6.

<sup>9</sup> <http://linguistics.usask.ca/Ling347/webp/politeness2/index.html>.

<sup>10</sup> Penelope Brown and Stephen C. Levinson, *Politeness: Some Universal in Language Usage* , (Cambridge: Cambridge University Press, 1987) p. 68-71.

<sup>11</sup> Jan Renkema, *Introduction to Discourse Study*, (Amsterdam: John Benjamin Publishing, 2004) p. 25.

of the threat to face and linguistically realized politeness. They assume that each participant is endowed with what they call face. In Brown and Levinson's account, face comes in two varieties, 'positive face' and 'negative face'<sup>12</sup>. 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:

a. Rate

Rate refers to how much the Face Threatening Act (FTA) would impose on the hearer.

b. Distance

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

c. 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.

When we have a face-threatening act (FTA) to perform, in Brown and Levinson's model there are three superordinate strategies that we have to choose from. There are: do the act on-record, do the act off-record and don't do at all.<sup>13</sup>

1. Do the act on record (a) baldly, without redress; with redress (b) positive politeness, (c) negative politeness.
2. Do the act off-record.
3. Don't do the act.

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<sup>12</sup> Peter Grundy, *Doing Pragmatic*, (New York: Oxford University Press Inc, 2000), p. 158.

<sup>13</sup> *Ibid*, p. 157.

## 1. Bald on Record Strategy

In the bald on record strategy, the speaker does nothing to minimize threats to the hearer's face. The reason for its usage is that whenever a speaker (S) wants to do the FTA (Face Threatening Acts) with maximum efficiency more than he or she wants to satisfy the hearer's face, even to any degree, the bald on record strategy is chosen according to Brown and Levinson.<sup>14</sup> There are two kinds of bald record usage:

### a. Non-minimization of the face threat<sup>15</sup>

Non-minimization of the face threat is the standard use of bald on record usage where other demands override face concerns. S and H both agree that the relevance of face demands may be often most utilized in situations where the speaker has a close relationship with the audience.

#### 1) Strategy 1 : Maximum efficiency

This strategy is known to speaker (S) and hearer (H) where face redress is not required, it is quoted in Brown and Levinson. In case of great urgency or desperation, redress actually decreases the communicated urgency.

#### 2) Strategy 2 : Metaphorical urgency emphasis

This strategy is used when speaker (S) speaks as if maximum efficiency is very important, it will provide metaphorical urgency for emphasis.

#### 3) Strategy 3 : Metaphorical urgency for high valuation of hearer's friendship

This strategy describes why orders and begging, which have inverted assumptions about the relative status of S and H, seem to occur in many languages with the same superficial syntax—namely, imperatives.

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<sup>14</sup> Penelope Brown and Stephen C. Levinson, *Politeness: Some Universal in Language Usage*, (Cambridge: Cambridge University Press, 1987) p. 95.

<sup>15</sup> *Ibid*, p. 96-98.

4) Strategy 4 : Case of channel noise

This strategy happens where communication difficulties exploit pressure to speak with maximum efficiency such as calling across a distance.

5) Strategy 5 : Task oriented/paradigmatic form of instruction

In this kind of interaction, face redress will be irrelevant.

6) Strategy 6 : Power different between Speaker (S) and Hearer (H), (speaker is higher)

This strategy used commonly when there are difference between speaker (S) and hearer (H), either because S is more powerful than H and does not fear retribution or non-cooperation from H. s does not have to redress the expression in order to satisfy H's face.

7) Strategy 7 : Sympathetic advice or warnings

Based on the theory of politeness strategy by Brown and Levinson, speakers (S) does care about H and therefore about H's positive face, so that no redress is required.

8) Strategy 8 : Permission that Hearer has requested

Granting permission that hearer (H) has requested may baldly on record based on the theory of Brown and Levinson.

b. FTA-oriented bald on record usage<sup>16</sup>

The use of bald on record is actually oriented to face. In other words, it is used where face involves mutual orientation, so that each participant attempts to foresee what the other participant is attempting to foresee. For in certain circumstances it is reasonable for Speaker (S) to assume that Hearer (H) will be especially worried with H's potential violation or Speaker's maintaining.

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<sup>16</sup> Ibid, p. 98-100.

1) Strategy 1 : Welcoming

It is used when speaker insist that hearer may impose on his negative face.

2) Strategy 2 : Farewell

It is used when speaker insist that hearer may transgress on his positive face by taking his leave.

3) Strategy 3 : Offers

It is used when speaker insist that hearer may impose on speaker's negative face

## 2. Positive Politeness Strategy

Brown and Levinson give definition that politeness is the strategy which is oriented by the speaker toward the positive face or the positive self-image of the hearer that the speaker caims for himself. The speaker can satisfy the addressee's positive face wants by emphasizing that speaker wants what the hearer's wants. Positive politeness techniques are usable not only for FTA redress, but as kind of social accelerator which indicates that speaker wants to come closer to hearer.<sup>17</sup>

According to Brown and Levinson, there are fifteen sub strategies that are used in positive politeness strategies:<sup>18</sup>

a. Strategy 1 : Notice; attend to Hearer (his interest, wants, need, good)

The strategy suggests that speaker (S) should take notice as aspects of hearer 's condition of the listener (the changes can also note, common ownership, and everything that listeners wants to be noticed and recognized by the speakers)

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<sup>17</sup> Penelope Brown and Stephen C. Levinson, *Politeness: Some Universal in Language Usage* , (Cambridge: Cambridge University Press, 1978) p. 70.

<sup>18</sup> Peter Grundy, *Doing Pragmatic*, ( New York: Oxford University Press Inc,2000), p. 161.

b. Strategy 2 : Exaggerate (interest approval, sympathy with Hearer)

This strategy is often done with exaggerated intonation, stress, and other aspects of prosodic, as well as intensifying modifiers.

c. Strategy 3 : Intensify interest to Hearer

Another way for speaker (S) to communicate to hearer (H) that the shares his wants is to intensify the interest of Speaker's own contributions to the conversation, by "making good story".

d. Strategy 4 : Use in-group identifies markers (addressed forms, dialect, jargon or slang)

This strategy is done by using innumerable address forms to indicate that speaker (S) and hearer (H) belong to some set of persons who share specific wants. In conveying of group member, the speaker can use terms such as, ac, mate, buddy, pal, honey, dear, darling, duckie, luv, babe, Mom, blondie, brother, sister, cutie, sweetheart, guys, fella, etc.

e. Strategy 5 : Seek agreement (safe topics, repetition)

Another way to save positive face of hearer is to seek ways in which it is possible to agree with him. Seek agreement may be stressed by rising intonation and repeating what the preceding speaker has said in a conversation.

f. Strategy 6 : Avoid disagreement

The desire to agree or appear to agree with hearer leads to mechanisms for pretending to agree. Using this strategy, speakers may go in twisting their utterances to agree or to hide disagreement.

g. Strategy 7 : Presuppose/raise/assert common ground

This strategy includes three ways among them are gossip or small talk, point of view operations and presupposition manipulation.

h. Strategy 8 : Joke

Jokes are based on mutual shared background knowledge and value that they redefine the size of FTA.

i. Strategy 9 : Assert or presuppose Speaker's Knowledge of and concern for Hearer's wants

Example: "I know you do not like parties. But this is different. You must like. Coming huh?"

The example above shows the cooperation stressed by the speaker. He indicates his knowledge of the hearer. He knows that the hearer do not like party. He asserts or implies knowledge of the hearer's wants and willingness to fit is coming to the party. Thus, the hearer's positive face has been satisfied because he has been appreciated by the speaker.

j. Strategy 10: Offers, promise

This strategy is done to redress the potential threat of some FTAs. Speaker may claim that whatever hearer wants, speaker wants for him and will help to obtain.

k. Strategy 11 : Be optimistic

This strategy assumes that hearer will cooperate speaker because it will be in their mutual shared interest.

l. Strategy 12 : Include both Speaker and Hearer in the activity

This is done by using an inclusive 'we' form, when speaker really means 'you' or 'me'. The use of *let's* is an inclusive form of 'we'



m. Strategy 13 : Give (or ask for) Reasons

Another aspect of including hearer in the activities demanding reasons ‘why not’ and assuming that hearer has no good reasons why can’t help.

n. Strategy 14 : Assume or assent reciprocity

The strategy is done by giving evidence of reciprocal right or obligations obtaining between speaker and hearer.

o. Strategy 15 : Give gifts to Hearer

To satisfy hearer’s positive face, speaker may do this classic strategy. That is to give gift not only tangible gifts but also human-relation wants such to be liked, to be admired.

### 3. Negative Politeness Strategy

Negative politeness is our wish not to be imposed on by others and to be allowed to go about our business unimpeded with our rights to free and self-determined action intact. This strategy presumes that the addressee’s negative face is potentially threatened if the speaker does not show respect to the addressee. The example of negative politeness:<sup>19</sup>

a. Strategy 1 : Be conventionally indirect

This strategy is a way out for two circumstances which conflict with each other, namely the desire to not pressing the speaker on one side and a desire to proclaim the message directly without rambling and obviously meaning the other side. Therefore, the strategy is conducted by using phrases and sentences that have contextually unambiguous meanings that are different from their literal meaning.

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<sup>19</sup> Peter Grundy, *Doing Pragmatic*, ( New York: Oxford University Press Inc,2000), p. 161.

b. Strategy 2 : Question, hedge

A hedge makes the membership of a noun phrase in a set that it is partial or true only in certain respects and more complete than might be expected. Hedge may be functioned to soften command and turn it into a polite suggestion.

c. Strategy 3 : Be pessimistic

This strategy gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of S's speech act obtain.

d. Strategy 4 : Minimize imposition

One way of defusing the FTA is to indicate that the intrinsic seriousness of the imposition is not great, though it is.

e. Strategy 5 : Give deference

There are two sides of deference realization. First, the speaker humbles and abases him-self and another. Second, speaker raises H (pays him positive face/ satisfies H's wants to be treated as superior). From those two ways, the speaker is giving respect actually.

f. Strategy 6 : Apologize

By apologizing for doing an FTA, the speaker can indicate his reluctance to impinge on H's negative and thereby redress that impingement.

g. Strategy 7 : Impersoalize

This strategy uses impersonal form by didn't show the speaker and hearer. This strategy avoids the use of word "I" and "You", doubling the pronoun "I" becomes "we" replace the word "you" with "sir" or "ma'am".

h. Strategy 8 : State the imposition as a general rule

This strategy states that the FTA One way of dissociating S and H from particular imposition in the FTA is to state the FTA as an instance of some general social rule, regulation, or obligation. The characteristic is avoiding the uses of pronoun.

i. Strategy 9 : Nominalize

This strategy is done by changing a word to be noun. The more nouns are used in an expression, the more removed an actor from doing or being something and the less dangerous an FTA seems to be.

j. Strategy 10 : Go on record as incurring a debt

The strategy is the highest negative politeness which can fulfill the desire of the hearer to be respect. It is done by claiming speaker's indebtness to H or by disclaiming any indebtness of H, so that speaker can redress an FTA.

#### 4. Off Record Strategy

The final politeness strategy outlined by Brown and Levinson is the indirect or off-record strategy. Brown and Levinson state that: <sup>20</sup>

*“A communicative act is done off record if it is done in such a way not possible to attribute only one clear communicative intention to the act. In other words, the actor leaves himself an „out“ by providing himself with a number of defensible interpretations.”*

*“Off record utterance are essentially indirect uses of language: to construct an off record utterance one says something that is either more general (contains less information in the sense that it rules out for possible states of affair) or actually different from what one means (intends to be understood).”*

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<sup>20</sup> Penelope Brown and Stephen C. Levinson, *Politeness: Some Universal in Language Usage* , (Cambridge: Cambridge University Press,1987) p. 211.

Referring to Brown and Levinson statement above, off record strategy is a communicative action which has some purpose. Therefore, when speaker doing off record, it's didn't mean just give an information but the speaker has some purpose.

Besides that, the language that use in off record strategy is indirect language. When the speaker uses this strategy, he would only give a clue, so the hearer must have to interpret it self. The following is explanation of fifteen off record strategy:

a. Strategy 1 : Give hints

This strategy is used by the speaker to implicit an information to the hearer. The information may be a "demand" or "request" from the speaker to the hearer to do something.

b. Strategy 2 : Give association clues

The strategy is conducted by mentioning something associated with the act required of H either by precedent in S-H's experience or by mutual knowledge irrespective of their interaction experience.

c. Strategy 3 : Presuppose

This strategy is done through an utterance which relevant in context and invites H to search for an interpretation of the possible relevance just at the level of its presuppositions.

d. Strategy 4 : Understatement

The speaker uses this strategy to express understatements; S says less than is required and as result generates implicates.

e. Strategy 5 : Overstate

The strategy is done by saying more than is necessary, or by exaggerating or choosing a point on scale which is higher than the actual state of affair. It also called hyperbole.

f. Strategy 6 : Use tautologies

Using the strategy tautology means S encourage H to look for an informative interpretation of the non-informative utterance.

g. Strategy 7 : Use contradictions

The strategy is done by stating to contradict things. By doing so, S makes it appear that he cannot be telling the truth, thus encourage H to look for an interpretation that reconciles the two contradictory propositions.

h. Strategy 8 : Be ironic

To be ironic means by saying the opposite of what s means. Through that way, Speaker can indirectly convey his intended meaning, if there are clues (prosodic, kinesics, or textual) which relevant to the context.

i. Strategy 9 : Use metaphor

The use of metaphor is usually on record, but there is possibility that the connotations of the metaphor uttered by S may be off record.

j. Strategy 10 : Use rhetorical questions

The use of this strategy is by raising questions that leave their answers hanging in the air or implicated to do FTAs.

k. Strategy 11 : Be ambiguous

When the speaker produces an ambiguous utterance it means the speaker is trying to minimize the threat of FTA, because the utterance has more one possible meaning.

l. Strategy 12 : Be vague

This strategy is conducted by being vague about who the object of the FTA is, or what the offence is.

m. Strategy 13 : Over-generalize

This strategy is done by saying utterance that may leave the object vaguely off record, and then H has the choice of deciding whether the general rule applies to him. The speaker did not give clear information by saying something general

n. Strategy 14 : Displace Hearer

Speaker may go off record as to who the target for his FTA is, or he may pretend to address the FTA to someone whom it wouldn't threaten and hope that the real target will see that the FTA is aimed to him.

o. Strategy 15 : Be incomplete, use ellipsis

The strategy is done by leaving the implicature "hanging in the air", without rhetorical question.

#### **D. The Oprah Winfrey Show**

*The Oprah Winfrey Show* was one of program talk show which aired on America. In addition, this program talk show held on Metro TV. And often referred to simply as Oprah is produced and hosted by its namesake, Oprah Winfrey. It remains the highest-rated daytime talk show in American television history.

Oprah is one of the longest-running daytime television tabloid talk shows in history. The show received 47 Daytime Emmy Awards before Winfrey chose to stop submitting it for consideration in 2000. In 2002, TV Guide ranked it at #49 on TV Guide's 50 Greatest TV Shows of All Time. In 2013, they ranked it as the 19th greatest TV show of all time.

This program became the best program with the good host, Oprah Winfrey. As we know, She is an American media proprietor, talk show host, actress, producer, and philanthropist. Winfrey is best known for her self-titled, multi-award-winning talk show, which has become the highest-rated program of its kind in history and she is also the most

influential woman in the world according to some assessments. This program often invited some popular guest stars. One of them is Celine Dion, the best singer with pop genre. She became the first Canadian to have a gold record in France and she won a gold medal at the Yamaha songwriting competition in Japan.

#### **E. Previous Studies**

In an Analysis usually there are some previous studies to 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 Lidiawati Siadari entitled *Politeness Strategies of the Host's Utterance in Hitam Putih Talk Show, September 13th, 2013*. In this research, she uses the Politeness Theory (Brown and Levinson, 1978) social factors theory (Holmes, 1992) and also Speech Act Theory (Yule, 1996). The aims of this research are to explain the kind of Politeness Strategies used by the host of *Hitam Putih*, to figure out the most frequent use of Politeness Strategies by the host, and to explain the reason of using Politeness Strategies. The result of this research is that the writer finds 2 utterances of Bald On Record, 3 utterances of Negative Politeness strategy, 11 utterances of Positive Politeness Strategy, and 1 utterance of Off Record strategy. The result of her study is the most frequently politeness strategies applied in this research is the use of positive politeness strategies.

And the other previous study of politeness strategies has been conducted by Ni'matul Ma'rifah from (STAIN) Kediri, The research title is *The Analysis of Politeness Strategies Used in Face 2 Face With Desi Anwar*. The result of this research is that the writer finds 4 utterances of Bald On Record, 9 utterances of Negative Politeness strategy, 49 utterances of Positive Politeness Strategy, and 7 utterance of Off Record strategy. There are 69 utterances found in the talk show program which applied the politeness strategies. The result of her study is the most

frequently politeness strategies applied in this research is the use of positive politeness strategies.

## F. Theoretical Framework

This research is about the politeness strategy that used the theory by Brown and Levinson. According to Beverlyne Asiko Ambuyo, the basic social of politeness is 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.<sup>21</sup>

Brown and Levinson work with Goffman's notion of "face", a property that all human beings have and that is broadly comparable to self-esteem. In most encounters, our face is put at risk. Asking someone for a sheet of paper, telling them they have to wait to see the doctor, asking if they have glasses, or complaining about the quality of their work on one's car. These all threaten the face of the person to whom they are directed. So when we perform such actions, they are typically accompanied with redressive language designed to compensate the threat to face and thus to satisfy the face wants of our interlocutors. So we may ask someone just to 'lend' us 'a tiny bit' of paper, or apologize for inconvenience caused by having to wait to see the doctor, or treat glasses as a garment, or make a joke of our complaint. These are all examples of politeness.<sup>22</sup>

Brown and Levinson's theory proposed their strategies. There are bald on record, positive politeness, negative politeness, off record.

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<sup>21</sup> 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, 2001, vol. 1 no. 9 p.9.

<sup>22</sup> Peter Grundy, *Doing Pragmatic*, (New York: Oxford University Press Inc, 2000), p. 156.