

## CHAPTER II

### REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents a review of the theories that related on the study. The review follows review of study and theoretical framework.

#### A. Pragmatics

Pragmatics is a branch or subfield of linguistics that studies about the relation between human action and thought, how the context affect the meaning. Mey (1993) stated that pragmatics is all about the right to use language in various and unconventional ways, as long as people know what they do to deliver their purposes. According to leech (1983), people can understand the nature of language itself if they study or understand pragmatics. The study of meaning in relation to speech situations can be defined as pragmatics. The relation of language to contextual background features which study context, text and function can be learned in pragmatics and discourse analysis also, Cutting (2008).

By studying pragmatics, people easily know of what messages from the utterances said by other people and they can also easily know about people's intended meanings, assumptions, purposes, goals and even actions performed in the utterances. There are many main objects of pragmatics that people can learn, they are: context, aspect of speech situation, deixis, reference and inference, presuppositions, cooperative principle, and politeness.

## **B. Politeness**

Politeness is a manner or attitude or the way in which language is employed in conversation to show consideration for the feelings and desires of one interlocutor. Watts (2003) stated that politeness is not something that already there within people, people do not know how to be polite directly after they born. People acquire politeness through learning and be socialized into, and no generation has been short of teachers and handbooks of etiquette and 'correct behavior' to help them acquire polite skills. Politeness is a subject of intensive debate in linguistics pragmatics, sociolinguistics and, to lesser extent, social theory for several years now.

According to Rukmana (2012), person's face is important for their public self-image to behave in the social interactions. Mostly, people use two kinds of face wants to save another face. The two faces are negative face and positive face. Negative face usually used when the person wants to be independent, have freedom of action, and not to be imposed by others. Otherwise, person who wants to be accepted by others, to be treated as a member of the same group, and to know their wants are shared by others usually use positive face.

There are many of politeness strategies conducted by researchers out there. The popular one of the politeness theories is the politeness theory from Brown and Levinson (1987). The theory consists of four types of politeness strategies. The four types of the politeness strategies are: Bald on

record, Positive politeness, negative politeness, and bald off record or off record strategy.

### **C. Theoretical Framework**

The study that the researcher write is about politeness. There are many theories about politeness. But the theory that befit this study is from Bown and Levinson's (1987) theory about politeness. The researcher choose this theory for the study. There are many theories of politeness including Brown and Lavinson's theory.

There are various strategies that Brown and Levinson mentioned. Politeness strategies vary from language to language and within each society. At times, the wrong strategies can have disastrous effects. This can occur when languages are used by non-native speakers. According to many linguist, the importance of politeness strategies lies in maintaining a social order (Brown and Levinson, 2000). The strategies that mentioned by Brown and Levinson are: Bald on Record, Negative Politeness, Possitive politeness, and Off-Record-Indirrect strategy.

#### **1. Bald on Record**

The Bald on Record strategy is the most direct strategy among the other strategies. It refers to the expression of an act in the most direct way. It usually using the imperative form without any redress, and is employed when the face threat is minimal. This strategy is

commonly found with people who know each other well, and are very comfortable in their environment, such as close friends and among family member. The strategy adopted in the following cases:

- a. When the act performed demands or requires more efficiency for example in emergencies.
- b. When the act is addressed to someone who is well-known or familiar to the speaker, this is referred to as "weightiness" which is small in this case.
- c. When the FTA is for the benefit or the interest of the hearer.
- d. When a difference in power that is to say the powerful interactant will employ the most direct way.

## 2. Positive Politeness

The important feature of positive politeness is to share some degree of familiarity with people. It can be considered as the code or language of intimacy. Brown and Levinson propose three broad strategies that convey positive politeness, the first one is claiming common ground with others and it means that the speaker and the hearer have many things in common, such as the same interests and attitudes and group membership. The strategies include the following:

- a. Notice, attend to H2 (his interests, wants, needs, goods)
- b. Exaggerate (interest, approval, sympathy with H)

- c. Intensify interest to H
- d. Use in-group identity markers
- e. Seek agreement
- f. Avoid disagreement
- g. Presuppose/raise/assert common ground
- h. Joke
- i. Assert or presuppose S's knowledge of concern for H's wants.
- j. Offer, promise
- k. Be optimistic
- l. Include both S and H in the activity
- m. Give (or ask for) reasons
- n. Assume or assert reciprocity
- o. Give gifts to H (goods, sympathy, understanding, cooperation)

### 3. Negative Politeness

The function of negative politeness is to increase the social distance between interlocutors. The main focus for using this strategy is to assume that you may be imposing on the hearer, and intruding on their space. Therefore, these automatically assume that there might be some social distance or awkwardness in the situation. The strategy follows:

- a. Be conventionally indirect
- b. Question, hedge
- c. Be pessimistic
- d. Minimize the imposition, Rx
- e. Give deference
- f. Apologize
- g. Impersonalize S and H
- h. State the FTA as a general rule
- i. Nominalize
- j. Go on record as incurring a debt, or as not indebting H

#### 4. Off-Record (indirect)

In this strategy, the certain act can be performed in an unclear and indirect way. Off-record indirect strategies minimize the pressure that is on the speaker by avoiding the direct FTA, and thus, one becomes free from any imposition. Brown and Levinson (1987) explains how off-record strategies help the speaker avoid doing an FTA in the most direct way:

... the actor leaves himself an 'out' by providing himself with a number of defensible interpretations; he cannot be held to have committed himself to just one particular interpretation of his act. Thus, if a speaker wants to do an FTA, but wants to avoid the responsibility for doing it, he can do it off record and leave it up to the addressee to decide how to interpret it.

Brown and Levinson explains further that:

...Such off-record utterances are essentially indirect uses of language: to construct an off-record utterance one says something either more general (contains less information in the sense that it rules out fewer possible states of affairs) or actually different from what one means (intends to be understood). In either case, H must make some inference to recover what was in fact intended.

#### **D. Previous Studies**

There are some previous studies in some research in order to be the standard in conducting a research. The previous study will make the research that researcher's do become a good research. There are some of previous studies that the researcher found. First previous study was conducted by Dewi (2016). The title of the study is *Politeness Strategies Used by The Main Character in "Bridge to Terabithia" Novel by Katherine Paterson*. The research is about an analysis of the novel's main character's use of politeness strategies and the response of the hearer.

The second previous study was conducted by Widyastuti (2019). The title of the study is *The Analysis of Politeness Strategy Used by The Main Character of Novel The Sun Also Rises*. This previous study is analyzing the strategies based on the main character's utterances from the novel. And the previous study researcher also revealed the factors that affect the choice of the character's politeness in speaking.

The third previous study was conducted by Ma'rifah (2015). The title of the study is *The Analysis of Politeness Strategies Used in 'Face 2 Face with Desi Anwar'*. The research is about the analysis of politeness strategies used by the speaker from the talk show. The most used politeness strategy in this study is the use of positive politeness strategy. The reason of the speaker's choice to use positive politeness strategy is to maintain the positive face of the hearer and be friendly to each other.