CHAPTER I

INTRODUCTION

This chapter deals with background of the study, problem of the study, objectives of the study, significance of the study, scope and limitation, and definition of key terms.

1.1 Background of the Study

Communication is the way for people to show their thought. They do not only exchange information or deliver information but also form certain interpersonal relationship. During the process of it, politeness is a very important factor to be taken. In some cases of communication especially in conversation, the speaker chooses politeness strategies to minimize of FTA (Face Threatening Acts). In this research, the researcher decides to analyze the characters that use politeness strategy in their daily communication, by focusing on bald on record strategies. The researcher investigates the use of bald on-record by the characters in Montgomery's novel *Anne of Green Gables* by focusing on the circumstances determining characters' choice of bald on record strategy, the factors influencing the characters choice of bald on record strategy, and the impact revealing the use of bald on record strategy by the characters in the novel. The researcher wants to know the use of bald on record strategy by characters in their daily communication.

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Politeness strategy is developed in order to save the hearers' "face". Face refers to the respect that an individual has for him or herself to maintain that "self-esteem" in public or in private situations.

> 'face' [is] the public self-image that every member wants to claim for himself [sic], consisting in two related aspects:
> (a) negative face: the basic claim to territories, personal preserves, rights to non-distraction – i.e. to freedom of action and freedom from imposition
> (b) positive face: the positive consistent self-image or 'personality' (crucially including the desire that this self-image be appreciated and approved of) claimed by interactants
>
> Brown & Levinson (1987, p.61)

Brown and Levinson (1978: 65) present four strategies to face "threatening face" (FTA's= Face Threatening Acts), they are bald on record, negative politeness, positive politeness, and off record (indirect) strategy, in which each of them had its role. For example: *(a) Put your jacket away. (b) You must be hungry, it's a long time since breakfast. How about some lunch? (C) I just want to ask you if I could use your computer? (d) It's bit cold in here.* Holmes (1992, p.296-297) stated that the study of politeness is specialization behaving in a way that attempts to take into account the feelings of the people being addressed. Shortly, the speakers try to treat others' (hearer) face with civility and courtesy, and avoid embarrassing, ridiculing or hurting the others.

The study of politeness strategy has been conducted by several researchers with a variety focuses. It occurred because of the phenomenon of politeness strategies has become expanded in any context of the literary works. It means that politeness phenomena do not only occur in an ordinary language such as daily communication but also in an extra-ordinary language

which is mainly used in literary text. It has driven academics' attention to do research on text with a variety of focuses (see e.g. Indriani; et al, 2014, Nevalainen, et.al, 2002; Fitriyana, et.al, 2007; Murliati, et.al, 2013; Septyaningsih, et.al, 2007; Maiyahusofa, et.al, 2015; Maghfiroh, et.al, 2015, Shigemitsu, 2004). However, since politeness can be expanded in any context of literary works politeness strategy begin to be widely used in analyzing of literary works such as, novel, drama, movie and poem (see e.g Maghfiroh, 2015, Indriani, 2014, Murliati, et.al, 2013; Maiyahusofa, et.al, 2015; Septyaningsih, et.al, 2007; Fitriyana, et.al, 2007). The combination of both politeness strategy and directive speech act (see e.g Hastari; et al, 2013, Murliati; et al, 2013) collaboration of politeness strategy and study of criticizing action (see e,g Anjarsari; et al, 2011). The sub-strategies of politeness strategy focus on positive politeness has been also done (see e.g., Indriani; et al, 2014, Septyaningsih, et.al, 2007; Maghfiroh, et.al, 2015).

Whilst, Anjarsari (2011) has combined those two theories politeness strategy and speech acts criticism, to explore the exploitation of characters in *The Ugly Truth movie*, how the politeness strategy used to extend speech act of criticism, and how politeness strategy used to respond the criticism, then to examine the factors which influence the choice of strategy. Hastari (2013), used two approaches those are, politeness strategy and speech act, to explore the use of politeness strategies of request in the *Pride and Prejudice movie*. The writer compares the data which contain politeness strategy with speech act theory, especially in type of request. Request is belong to directives speech

acts. Murliati (2013) has combined those two theories, politeness strategy and speech act to examine the directives speech which contain of commands, requests, and suggestions, then combined it by use politeness strategy to investigate George Milton's utterances in the movie John Steinbeck's of Mice and Men based on their directive speech. The finding of Anjarsari's research (2011) confirmed there are three characters in the movie *The Ugly Truth* movie extended speech act of criticism. The finding in responding the criticism of the speakers Anjarsari (2011) belong to the strategies those are bald on record, positive politeness, and off record strategy. The result show people tend to use bald on record strategy to extend criticism to others. The choice of strategy is influenced by the relative power that the speakers have and the close relationship between the participants.

Hastari (2013) the result shows that there are four strategies of politeness strategies in the context of requesting which used by the characters in the *Pride and Prejudice* movie. Those four strategies are bald on record, positive politeness, negative politeness and off record. The finding shows that dominant strategy of politeness strategy of request in Pride and Prejudice movie is bald on record. The finding of Murliati's research (2013) pointed that George Milton tends to apply in giving commands. However, in requesting and suggesting, George Milton more frequent use positive and negative politeness strategies. Surprisingly, the researcher found similarities of those previous researchers speakers (Anjarsari 2011; Hastari 2013; Murliati 2013). Those previous researchers had used politeness and directive speech acts as

the basic theory of their research, they also used same object those are movie with different title and genre, and the result of those research has been similar, which bald on record is dominantly strategy of politeness strategy found and used by characters in each research.

Studies of politeness strategy which focus only one strategy that is positive politeness in literary works have been done by some researcher (see e.g., Indriani; et al, 2014, Septyaningsih, et.al, 2007; Maghfiroh, et.al, 2015). In attempts of investigating character's utterances of positive politeness, Septyaningsih (2007) Indriani (2014) and Maghfiroh, (2015) did their research to find out the types of positive politeness strategy that used by characters in the movies and novel. In her research, Septyaningsih (2007) found all kinds of positive politeness strategies were employed by the characters. Which is she has taken a movie entitled In Good Company as her data source and the characters utterances which contain of positive politeness as data. Indriani (2014), found significant result it shows that Grace as the main character produced the highest number of positive politeness in her utterances than Meg. Besides that, she is younger than Meg; so she has to give her respect to Meg. In her research, the writer used utterances produced by the main characters Grace and Meg in Monte Carlo movie as the data. In the different a year Maghfiroh, (2015) found that all kinds of positive politeness strategies were employed by the main characters in 'Divergent' movie. Moreover, the most dominant of the strategy in positive politeness is assert or presuppose speaker's knowledge of and concern for hearer's intention. The finding

between Septyaningsih (2007), Indriani (2014), Maghfiroh, (2015) have significant similarities. They found all kinds of positive politeness in each subject research of them. It concluded that phenomenon of politeness strategy can be encountered even in the literary text.

In the same year, there is similar research between Murliati (2013) and Hastari (2013) both of researchers has combined those two theory, politeness strategy and speech act to examined the directives speech which contain of commands, requests, and suggestions, then combined it by using politeness strategy to investigate the character's utterances based on their directive speech in the movie. They explore how the politeness strategy is used by the character in the directive utterances. Each of them used movie as their data source and the data is characters utterances. Murliati (2013) has been used in John Steinbeck's of Mice and Men movie to be investigated, Hastari (2013) has been used *Pride* and *Prejudice* movie to be investigated.

A study boarder focused on politeness strategy (Fitriyana, 2007, Nevalainen, et.al, 2002). In research pertaining to the phenomenon of politeness strategy in literary text of John Grisham's the Client novel is done by Fitriyana (2007). In her research, she was examined how politeness strategy used in the in John Grisham's novel The Client. The study of politeness strategy focused on quotation letters written by non-native and native speakers of English is done by Nevalainen, (2002). In his research, he was concentrated on politeness strategy used in the business letters, more

precisely quotation letters. He was compared the politeness strategy used in the letters to find out the differences and the similarities.

The result of Fitriyana (2007) concluded that four strategies applied by the portrayed characters in their dialogues. Those are; first, bald on record which used in the situation in which S want to achieve maximum efficiency of his utterances. Second, positive politeness strategy used in the condition in which S tries to minimize the distance between expressing friendliness and solid interest. Third, negative politeness strategies which used in the situation in which S has the main focus on assuming that he may be imposing and intruding on H's space. Fourth, off record strategy used in the condition to take some pressure off the hearer. Nevalainen (2002) noticed the results of the comparative from the non-native data the result from native speakers in business letters. Concluded that there are hardly any differences in the politeness strategies seem to correspond with business conventions. In other words, negative politeness strategies are more frequent than positive politeness strategies, and bald on record strategy was most infrequent of the three. The results of those two previous studies are contrasted difference (see e.g. Anjarsari 2011; Hastari 2013; Murliati 2013) stated that bald on record is dominantly strategy of politeness strategy found and used by characters. Both Fitriyana (2007) and Nevalainen (2002) found in their research that bald on record strategy was most infrequent used.

Nonetheless, most of those research projects only deals with authorial presence of politeness strategy. Mostly, their research focused in general cases

which is it had already repeating by previous researcher such as to investigate the types and to find out factor used by characters in the literary works. It made the research are lacking of critical analysis of each strategy. After reviewing the existing of previous studies, it is worthwhile and timely to examine only one strategy of politeness strategy more deeply and only focuses on one spot that is bald on record. It makes the research more deeply and concise.

Bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear and concise Brown and Levinson (1978:74). Brown and Levinson (1978:95) claim that the prime reason for bald on record usage may be stated simply: in general, whenever S wants to do the FTA with maximum efficiency more than s/he wants to satisfy H's face, even to any degree, s/he will choose the bald on record.

In last decade, in Japan, Shigemitsu (2004) found difference perspective between Japanese speaker and English speaker based on bald on record strategy. Shigemitsu (2004) confirmed that bald on record is seldom used in Japanese and its usages are restricted to the situation according to the power relation (S, H) and distance (S, H). Moreover, even some expressions categorized in Brown and Levinson's off-record strategies, Japanese people perceive them as a bald-on-record strategy and 'being said straight out'. As the rules given shows, Japanese face threatening act is redressed in such culturally based biases. It concluded that to use the bald on record strategy in Japanese is acceptable when the following rule 1 and rule 2 are applied. Rule 1: Gricean

Maximum efficiency is very important and this is mutually known to both speaker and hearer. Rule2: power difference between speaker and hearer is great. Sub-Rule 1: do not use the bald-on-record strategy to the situation unless they are in the same rank as you. Sub-rule 2: don't use bald-on record strategies when you feel superior to your close friend. Sub-rule 3: don't use the bald-on-record strategies when speaker and hearer clearly have different opinions. Sub-rule 4: don't use the bald-on-record when you mention the Hearer's defect. Sub-rule 5: even saying in hinting, if it violates those sub rules above.

The data and subject of the research has taken from Japanese expressions presented in this paper were obtained from class activities at three different colleges. Students wrote Japanese expression after preview the Brown and Levinson's politeness strategies. Their task is to give one expression for each five strategies and gave context suitable for expression. Then, students found that some expressions were prohibited at some contexts or would have some risk if he or she really uttered them. So, the data can be called some side-products of the task in the classroom with native Japanese speakers' intuition.

In this study, the researcher attempt to investigate further the use of bald on record due to it is still minim occurred in other research especially in exploring a literary text. The primary focus on bald on record in this study, the researcher seek to examine more extensively bald on record used by characters in the novel *Anne of Green Gables* by Lucy Maud Montgomery, how actually

condition which make someone choice of bald on record in their communication. The primary focus in this research are the circumstances determining by characters' choice of bald on record strategy, the factors influencing the characters choice of bald on record strategy, and the impacts revealing in use of bald on record strategy by the characters in the novel.

In this present study, the researcher take into account some previous studies that have successfully revealed that politeness strategy have a significant role and already encountered in character's daily communication in the novel (see e.g. Indriani; et al, 2014, Nevalainen, et.al, 2002; Fitriyana, et.al, 2007; Murliati, et.al, 2013; Septyaningsih, et.al, 2007; Maiyahusofa, et.al, 2015; Maghfiroh, et.al, 2015, Shigemitsu, 2004). The researcher had attempted to confirm whether this phenomenon is correlated with politeness strategy focuses on bald on record strategy, as noted earlier, linguistics markers of language use (bald on record) are among the circumstances potentially used by characters in *Anne of Green Gables*.

This study collects the data from characters' utterances in the novel *Anne of Green Gables* by Lucy Maud Montgomery which contain bald on record. The characters in Anne of Green Gables are 26. The researcher only takes 6 of 26 characters' to make more concise and clear for this study in collecting and analyzing the data that concern on bald on-record strategy. Those characters are containing in the novel *Anne of Green Gables* by Lucy Maud Montgomery as the researcher's data and data sources. The researcher explores bald on record strategy proposed by Brown and Levinson which is

bald on record have two types. They are type I non-minimization of the face threat and type II cases FTA oriented bald on record usage. The circumstances bald on record provides the condition and situation that it has been influenced the characters choosing bald on record strategy.

The researcher ensures that this study will timely and worthwhile, because of the minimum from the other researcher to analyze this case. Thus, this research is intended to analyze the use of bald on record in Montgomery's novel *"Anne of Green Gables"*. This research will fill the gaps by use bald on-record strategy by focusing on the circumstances, the factors influencing the characters, and the impacts revealing in use of bald on record strategy by the characters in the novel *Anne of Green Gables*.

1.2 The Problem of the Study

Based on the background of the study, the problem of the study is focus on

1. What are circumstances of bald on record can be found in the Montgomery's novel *"Anne of Green Gables"*?

2. What factors influencing the characters choosing bald on record strategies?

3. What impacts are reveal in use of bald on record strategy by the characters in Montgomery's novel *"Anne of Green Gables"*?

1.3 Objectives of the Study

Having looked at the problems above, the purposes of this study will focuses on:

1. To find out the circumstances of bald on record are used in Montgomery's novel *"Anne of Green Gables"*

2. To identify the factors influence the characters whose imply bald on record strategies.

3. To describe the impacts revealing in use of bald on record' strategy by the characters in Montgomery's novel *"Anne of Green Gables"*.

1.4 Significance of the Study

The researcher points out two things of significance in this study, those are theoretically and practically. Theoretically, this research is significant to provide some information to the readers about bald on record strategy such as, the definition of bald on record, the circumstances of bald on record strategies, and the examples of bald on record in which a literary work especially in novel. This study has purposes to provide the explanation of bald on record strategy in which applied in a literary work, how the strategy can correlate with that literary work.

The result of the research expected to be beneficial for those (reader) who want to deals with understanding about applying bald on record in especially literary work. Practically, this research expected can be as the basic for those (reader) who try analyzing bald on record strategies in other aspect such as in real life how people communicate each other by use bald on record strategies. The findings of this research expected to the reader can be distinguished each condition and situation based on circumstances of bald on record strategies. Then, to make the readers understand about bald on-record

strategy and its purpose that actually they face everyday therefore they can apply this strategy appropriately in order to make their conversation runs in harmony.

1.5 Scope and Limitations

In order to be focus, the researcher makes the scope of the study. The researcher limited on the sub-strategy of politeness strategies those are bald on record strategy. Concerning the theories employed which have various versions the researcher will use bald on record strategy based on Brown and Levinson's theory as the orientation of this study.

The researcher focuses on the characters which use bald on record strategy in their daily communication. The researcher only takes 6 (six) of 26 total characters to analyze the data. The (6) six characters are, Anne Shirley, Marilla Cuthbert, Matthew Cuthbert, Diana Barry, Gilbert Blythe, and Mrs. Rachel Lynde. The reason is mostly from 6 of 26 characters which frequently used bald on record in their communication and in order to make deeper analyzing in bald on record.

There are three underlying analyzes in this study. The first, focuses in the analysis the circumstances of bald on record used by characters in the novel *"Anne of Green Gables"*. The second, focuses on the factors influencing the characters in novel *"Anne of Green Gables"* in choosing bald on record strategies. The third, focuses on the impacts which reveal in use of bald on record strategy by the characters in Montgomery's novel *"Anne of Green Gables"*. The data is chosen in the form of the words, utterances,

sentences, and dialogue of the characters in the novel. The narration is taken as it is necessary to clarify the context of utterances, and dialogue.

1.6 Definition of Key Terms

In order to avoid misunderstanding on what discussed in the thesis, it is important for the researcher to provide definitions of some crucial key terms. Some terms are defined as follows:

1. **Politeness strategy** is one of the ways on human interaction, whose purpose is to consider others' feelings, establish levels of mutual comfort and promote rapport'.

2. **Bald on record strategy** is a direct way of saying things, without any minimization to the imposition, in a direct, clear and concise. This strategy is mainly based on the Grecian Maxims. Brown and Levinson (1978:74)

3. **Novel** is one of literary works which is presence a fiction story an invented prose narrative of considerable length and a certain complexity that deals imaginatively with human experience, usually through a connected sequence of events involving a group of persons in a specific setting. A novel expresses some aspect of human's love and existence.

4. *Anne of Green Gables* is a 1908 novel by Canadian author Lucy Maud Montgomery. Written for all ages, it has been considered a children's novel since the mid-twentieth century. It recounts the adventures of Anne Shirley, an 11-year-old orphan girl who is mistakenly sent to Matthew and

Marilla Cuthbert, a middle-aged brother and sister who had intended to adopt a boy to help them on their farm in Prince Edward Island.

5. *Lucy Maud Montgomery*, publicly known as **L. M. Montgomery**, was a Canadian author best known for a series of novels beginning in 1908 with *Anne of Green Gables*. *Anne of Green Gables* was an immediate success. The central character, Anne, an orphaned girl, made Montgomery famous in her lifetime and gave her an international following. The first novel was followed by a series of sequels with Anne as the central character. *https://en.wikipedia.org/wiki/Lucy_Maud_Montgomery*