

of effort put into the avoidance of a conflict situation” and “the establishment and maintenance of comity. Because it is strategic, the avoidance of the conflict is seen as a conscious effort on the part of the person being polite.

In contrast with Yule and Leech, Fraser (1990) proposes a four-fold classification of politeness: the social-norm view, the conversational-maxim view, the face-saving view and the conversational-contract view. politeness is referred to as *social politeness*, which means according to Kasper (1994: 3206) (cited in Barron & Boubendir 2002) “the proper social conduct and tactful consideration of others”. Fraser (1990) views first-order politeness as etiquette and social appropriateness (in his terminology *the social norm view and the conversational-contract view*). On the other hand Ide (1989: 22 in Boubendir, 2012) thinks that politeness is "language associated with smooth communication".

According to Brown and Levinson (1978), politeness strategies are developed in order to save the hearer’s face (in Goody, 1996). Face refers to the respect that an individual has for him or herself, and maintaining the ‘self-esteem’ in public or in private situation.

Based on the definitions above the researcher sum up that politeness strategy is one of communication strategy that emphasizes to the hearer’s face. In order to minimize potential conflict and confrontation inherent in all human interchange by use polite words and actions .This research, will focus on politeness which is recommended by Brown and Levinson (1978).

1. Social Distance

Social distance (D) is symmetric social dimension of similarity/difference between S and H. It can be seen as the composite of psychologically real factors (status, age, sex, degree of intimacy, etc) which together determine the overall degree of respectfulness within a given speech situation Brown and Levinson (1978, p.77). It is based on the symmetric relation between the speaker and the hearer. It is based on the frequency of interaction and the kinds of face that S and H exchanged. Social distance refers to the relationship between the interlocutors. If two people are very close, they would have a low degree of social distance. Two strangers would typically have a high degree of social distance. In most varieties of English, higher degrees of social distance result in the use of more formal language (Boubendir, 2012).

2. Relative Power

Power (P) is an asymmetric social dimension of relative power. In general, there are two sources of P: those are; authorized or unauthorized and material control (over economic distribution and physical force) or metaphysical control Brown and Levinson (1978, p.77). It means that we tend to use a greater degree of politeness with people who have some power or authority over us than to those who do not. It is based on the asymmetric relation between the speaker and the hearer. Shortly, Power refers to the power relationship between two interlocutors. S will typically find himself in three types of power relationships. In the first, he would have equal power with the person he is talking to (e.g., a friend or

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 the result, 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 is 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 Maxim efficiency is very important and this is mutually known to both Speaker and Hearer. Rule2: power difference between Speaker and Hearer is great.

The researcher indicated that the students in Japan employing bald on record strategy in certain circumstances based on several factors such as, close relationship and relative power (S is greater than H) . Even, they were supposed to follow the rules. The difference of this study with the researcher's study is the used of bald –on record strategy, data. Shigemitsu (2004) used bald on-record to show different perspective in bald on-record between

