#### **CHAPTER II**

#### LITERATURE REVIEW

This chapter describes the theoretical bases of this research; they are politeness strategy, the type of politeness strategy based on Brown and Levinson study.

#### 2.1. Theoretical Bases

In theoretical bases we can find the type of politeness strategy.

#### 2.1.1 Politeness Strategies

Politeness strategy are strategies that are used to minimize or avoid the Face Threatening Acts (FTAs) that a speaker makes. In addition, Brown and Levinson stated that Positive and Negative Politeness influence the use of politeness strategies. According to Brown and Levinson, politeness strategies are developed in order to save the hearer's "face". Face refers to a speaker's sense of linguistic and social identity, which is defined as "the public self-image that every member (of the society) wants to claim for himself"

Politeness theory is the theory that accounts for the redressing of the affronts to face posed by face-threatening acts to addressees. First formulated in 1987 by Penelope Brown and Stephen Levinson, politeness theory has since expanded academia's perception of politeness. Politeness is the expression of the speakers' intention to mitigate facethreats carried by certain

face threatening acts toward another (Mills, 2003, p. 6). Another definition is "a battery of social skills whose goal is to ensure everyone feels affirmed in a social interaction". Being polite therefore consists of attempting to <u>save</u> face for another

## 2.1.2. The type of politeness strategy based on Brown and Levinson study.

There are four types of politeness strategies, described by Brown and Levinson, that sum up human "politeness" behavior:

## 2.1.2.1. Bald on record strategy

In the bald on record strategy, the speaker does nothing to minimize threats to the hearer's face. The prime reason for its usage is that whenever a speaker (S) wants to do the FTA with maximum efficiency more than he wants to satisfy the hearer's (H's) face, even to any degree, he will chose bald on record strategy (Brown and Levinson, 1987: 95). There are, however, different kinds of bald on record usage in different circumstances, because S can have different motives for his want to do the FTA with maximum efficiency.

- Brown and Levinson outline various cases in which one might use the bald on-record strategy, including:
- a. Instances in which threat minimizing does not occur

b. Great urgency or desperation:
Watch out!
c. Speaking as if great efficiency is necessary:
Hear me out:
d. Task-oriented:
Pass me the hammer.
e. Little or no desire to maintain someone's face:
Don't forget to clean the blinds!
f. Doing the face-threatening act is in the interest of the hearer:
Your headlights are on!
<ul><li>2. Instances in which the threat is minimized implicitly</li><li>a. Welcomes:</li></ul>
Come in.
b. Offers:
Leave it, I'll clean up later.
Eat!

# 2.1.2.2 Negative politeness strategy

Negative politeness is defined as "a redressive action addressed to the addressee's negative face: his want to have his freedom of action unobstructed and his attention unrestricted" (Brown and Levinson, 1987). Negative politeness strategy recognizes the hearer's face, but it also recognizes that the speaker is in some way forcing on them.

## 1. Damage to the hearer

The following are cases in which the negative face of the hearer (the person being spoken to) is threatened.

• An act that affirms or denies a future act of the hearer creates pressure on the hearer to either perform or not perform the act. [6]

Examples: orders, requests, suggestions, advice, remindings, threats, or warnings.

• An act that expresses the speaker's sentiments of the hearer or the hearer's belongings. [6]

Examples: compliments, expressions of envy or admiration, or expressions of strong negative emotion toward the hearer (e.g. hatred, anger, distrust).

• An act that expresses some positive future act of the speaker toward the hearer. In doing so, pressure has been put on the hearer to accept or reject the act and possibly incur a debt. [6]

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Examples: offers and promises.

# 2. Damage to the speaker

The following are cases in which the negative face of the speaker (the person talking) is threatened.

- An act that shows that the speaker is succumbing to the power of the hearer. [6]
- Expressing thanks
- Accepting a thank you or apology
- Excuses
- Acceptance of offers
- A response to the hearer's violation of social etiquette
- The speaker commits himself to something he or she does not want to do

Negative face is the desire to remain autonomous so the speaker is more apt to include an out for the listener, through distancing styles like apologies.

# 2.1.2.3 Positive politeness strategy

The positive politeness strategy is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer's need to be respected (minimize the FTA). The only feature that distinguishes positive politeness compensation from normal everyday intimate language behavior is an element of exaggeration.

# 1. Damage to the hearer

The following are cases in which the positive face of the hearer (the person being spoken to) is threatened.

• An act that expresses the speaker's negative assessment of the hearer's positive face or an element of his/her positive face. The speaker can display this disapproval in two ways. The first approach is for the speaker to directly or indirectly indicate that he dislikes some aspect of the hearer's possessions, desires, or personal attributes. The second approach is for the speaker to express disapproval by stating or implying that the hearer is wrong, irrational, or misguided. [6]

Examples: expressions of disapproval (e.g. insults, accusations, complaints), contradictions, disagreements, or challenges.

• An act that expresses the speaker's indifference toward the addressee's

positive face. [6]

• The addressee might be embarrassed for or fear the speaker.

Examples: excessively emotional expressions.

• The speaker indicates that he doesn't have the same values or fears as

the hearer

Examples: disrespect, mention of topics which are inappropriate in general or

in the context.

• The speaker indicates that he is willing to disregard the emotional

well being of the hearer.

Examples: belittling or boasting.

• The speaker increases the possibility that a face-threatening

act will occur. This situation is created when a topic is

brought up by the speaker that is a sensitive societal subject.

Examples: topics that relate to politics, race, religion.

• The speaker indicates that he is indifferent to the positive

face wants of the hearer. This is most often expressed in

obvious non-cooperative behavior.

Examples: interrupting, non sequiturs.

 The speaker misidentifies the hearer in an offensive or embarrassing way. This may occur either accidentally or intentionally. Generally, this refers to the misuse of address terms in relation to status, gender, or age.

Example: Addressing a young woman as "ma'am" instead of "miss."

# 2. Damage to the speaker

The following are cases in which the positive face of the speaker (the person talking) is threatened.

- An act that shows that the speaker is in some sense wrong, and unable to control himself. [6]
- Apologies: In this act, speaker is damaging his own face by admitting that he regrets one of his previous acts.
- Acceptance of a compliment
- Inability to control one's <u>physical</u> self
- Inability to control one's <u>emotional</u> self
- Self-humiliation
- Confessions

## 2.1.2.4. Off the-record indirect strategy

According to Brown and Levinson (1987), a communicative act is done off-record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the 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 the addressee to decide how to interpret it,

The final politeness strategy outlined by Brown and Levinson is the indirect strategy; This strategy uses indirect language and removes the speaker from the potential to be imposing. For example, a speaker using the indirect strategy might merely say "wow, it's getting cold in here" insinuating that it would be nice if the listener would get up and turn up the thermostat without directly asking the listener to do so.