

CHAPTER II

LITERATURE REVIEW

2.1. Review of Related Theories

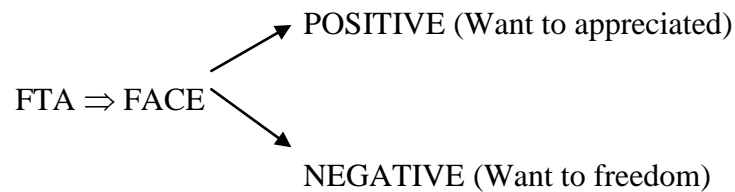
The study is presented by giving explanations and discussions on the theories uses in analyzing the data in the study. The writer uses a theory of politeness strategies that suggested by Brown and Levinson (1987:92). This chapter is divided into some sub topics, which are: FTA (face-threatening act), politeness strategies and previous related studies.

2.1.1. Face Threatening Act (FTA)

According Brown and Levinson (1987:92), FTAs are acts and strategies which could harm or threaten the positive or negative face of one's interlocutors.. Thus, An FTA means threatens the positive or negative face of the hearer. People need to do saving face to keep the conversation well. Therefore face is the most part of our body which is used to show the expression, appearance, and identity among others.

Face is a person's self image that everyone wants it to be satisfied and wants to claim for himself. Face is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction (Brown and Levinson, 1987:61). Commonly, people cooperate in maintaining face in

interaction. Face is divided into two different categories, which are positive face and negative face (Brown and Levinson, 1987:61).



Positive face: the positive consistent self image or ‘personality (crucially including the desire that this self image be appreciated and approved of) claimed by interactions. It means as the individual’s desire that her/his wants be appreciated and approved of in social interaction.

Negative face: the basic claim to territories, personal preserves, rights to non distraction (freedom from imposition). It means the desire for freedom of action and freedom from imposition.

So, a person’s positive face is the need to be accepted, even liked, by others, to be treated as a member of the same group, and to know that his or her wants are shared by others whereas a person’s negative face is the need to be independent, to have freedom of action and not to be imposed on by others (Wati, 2010:11).

2.1.2. Politeness Strategies

According to Brown and Levinson (1987:60) politeness strategies are strategies that are developed in order to save the hearer's face. In other words, politeness strategies could be means to satisfy the hearer's face either positive or negative face. Therefore being polite consists of attempts to save face for another. If we do or to do threaten someone's positive or negative face but do not mean it, we need to minimize it by applying politeness strategies. There are four politeness strategies by Brown and Levinson (1987:92). They are Bald on Record, Positive Politeness, Negative Politeness, and Bald off Record.

2.1.2.1. Bald on Record

Bald on Record is an act without redressing, which involves doing it in the most direct, clear, unambiguous, and concise way. This sub strategy is generally found in people who are close to each other, know each other very well and feel comfortable in their environment, for instance close friends and family. In general, whenever Speaker wants to do the FTA with maximum efficiency more than he wants to satisfy Hearer's face even to any degree, he will choose the bald on record strategy. Different kinds of bald on record usage in circumstances, because Speaker can have different motives for his want to do the FTA with maximum efficiency (Brown and Levinson, 1987:95). There are two cases here. They are:

a. Cases of non minimization of the face threat

It occurs when maximum efficiency is very important and this is mutually known by both Speaker and Hearer, no face redress is necessary. In cases of great urgency or desperation, redress would actually decrease the communicated urgency. This kind of strategy could be found in an emergency situation like fire or accident or also other situations which need a quick action.

For Example: *“Help!”* (Compare the non-urgent ‘please help me, if you would be so kind)

“Watch out!”

“Your pants are on fire”

b. Cases of FTA-oriented Bald On-record usage

Another use of Bald on Record is actually oriented to the face. It is usually used in welcoming or post greeting, where Speaker insists that Hearer may impose on his negative face, in farewells, where Speaker insists that Hearer may transgress on his positive face by taking his leave, and in offers, where Speaker insists that Hearer may impose on Speaker’s negative face.

For Example: *“Come in, don’t hesitate, I’m not busy”*

2.1.2.2. Positive Politeness

According to Wardaugh (2006:277) Positive politeness leads to achieve solidarity through offers of friendship, the use of compliments, and informal language use: we treat others as friends and allies, do not impose on them, and never threaten their face. This strategy attempts to minimize the distance between a group of people by expressing friendliness and solid interest to the hearer's need to be respected. This strategy is commonly used by people who have already known each other fairly well like members of the same group or community. So, positive politeness is used in order to keep relationship between Speaker and Hearer because it indicates solidarity. There are fifteen sub-strategies of positive politeness. They are:

a. Sub strategy 1 : Notice and attend to Hearer (his interests, wants, needs, goods)

It means Speaker should take notice of Hearer's condition (noticeable changes, remarkable possessions, anything which looks as though Hearer would want Speaker to notice and approve of it).

For example: *"You must be hungry, it's a long time since breakfast. How about some lunch?"*

"Oh! It's very nice!"

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

It means Speaker likely to show his greater interest to Hearer with exaggerated intonation, stress and other aspects of prosodics, as well as with intensifying modifiers.

For example: *“How absolutely extraordinary!”*

“Yes, isn’t it just ghastly the way it always seems to rain just when you’ve hung your laundry out!”

c. Sub strategy 3 : Intensify interest to Hearer in the Speaker’s contribution

Another way for Speaker to communicate to Hearer that he shares some of his wants is to intensify of his own (Speaker’s) contributions to the conversation, by ‘making a good story’. This may be done by using the ‘vivid present’. This strategy uses to show that Speaker includes Hearer into the middle of the events being discussed. It commonly using tag questions or expressions that include Hearer as a participants in the conversation, like *“Isn’t it?”*, *“See what I mean?”*, *“you know?”*.

For example: *“I come down the stairs, and what do you think I see ...”*

d. Sub strategy 4 : Use in group identity markers

By using any of the innumerable ways to convey in group membership, Speaker can implicitly suggests common ground with Hearer that is carried b y that definition of the group. It commonly uses with some words, address from or language that marks a certain identity or membership. Other address forms used to convey such in group membership include

generic names and terms of address like *Mac, mate, buddy, pal, honey, dear, and others.*

For example: *“How are you doing today, mate?”*

“Help me with this bag here, will you pal?”

e. Sub strategy 5 : Seek agreement

Another characteristic way of claiming common ground with Hearer is to seek ways in which it is possible to agree with him. The raising of ‘safe topics’ allows Speaker to stress his agreement with Hearer and therefore to satisfy Hearer’s desire to be ‘right’, or to be corroborated in his opinions.

Agreement may also be stressed by Speaker repeating part or all of what the preceding Speaker has said in a conversation and by using particles that function to indicate emphatic agreement (*yes, uhuh, really, etc*).

For example: *A: “John went to London this weekend!”*

B: “To London!”

X: “I had a flat tyre on the home”

Y: “Oh God, a flat tyre!”

f. Sub strategy 6 : Avoid disagreement

The desire to agree or appear to agree with Hearer leads also to mechanisms for pretending to agree, instances of ‘token agreement’. Speaker pretends to agree something by twisting his/her utterance in order to hide

disagreement. It also uses to respond to a preceding utterance with ‘Yes, but...’ rather than a blatant ‘No’.

A further output of the positive politeness desire to avoid disagreement is the social ‘white lies’, where Speaker, when confronted with the necessity to state an opinion, wants to lie (‘Yes I do like your new hat!’) rather than damage Hearer’s damage Hearer’s positive face.

For Example: *A: “You hate your Mom and Dad?”*

B: “Oh, some times”

X: “What is she, small?”

Y: “Yes, yes, she’s small, smallish, um, not really small but certainly not very big”

g. Sub strategy 7 : Presuppose/raise/assert common ground

The value of Speaker’s spending time and effort on being with Hearer, as a mark of friendship or interest in him, gives rise to the strategy of redressing an FTA by talking for a while about unrelated topics. Thus, Speaker talks with Hearer for a while about unrelated topics to show that Speaker is interested in H. This strategy for softening requests at least.

For Example: *“People like me and you, Bill, don’t like being pushed around like that, do we?”*

h. Sub strategy 8 : Joke

Since jokes are based on mutual shared background knowledge and values, joke may be used to stress that shared background or those shared values. Joking is a basic positive politeness technique, for putting Hearer 'at ease' and a joke may minimize an FTA of requesting.

For example: *“OK if I tackle those cookies now?”*

i. Sub strategy 9 : Assert or presuppose Speaker’s knowledge of and concern for Hearer’s wants

One way of indicating that Speaker and Hearer are cooperators, and thus potentially to put pressure on Hearer to cooperate with Speaker, is to assert or imply knowledge of Hearer’s wants and willingness to fit one’s own wants in with them. It means Speaker knows Hearer’s wants.

For example: *“I know you like marshmallows, so I’ve brought you home a whole box of them”*

“I know you love roses but the florist didn’t have any more, so I brought you geraniums instead”

j. Sub strategy 10 : Offer, Promise

It means Speaker may choose to stress his cooperation with Hearer by claiming that whatever Hearer wants, Speaker wants for him and will help to obtain. Offers and promises are the natural out come of choosing this strategy.

Even if they are false, they demonstrate Speaker's good intentions in satisfying Hearer's positive face wants.

For example: *"I'll take you out to dinner on Saturday"*

"I'll drop by sometimes next week"

k. Sub strategy 11: Be optimistic

Speaker assumes that Hearer wants Speaker's wants for Speaker (or for Speaker and Hearer) and will help to obtain them. That is, for Speaker to be so presumptuous as to assume Hearer will cooperate with him may carry a tacit commitment for Speaker to cooperate with Hearer as well, or at least a tacit claim that Hearer will cooperate with Speaker because it will be in their mutual shared interest.

For Example: *"Look, I'm sure you won't mind if I borrow your typewriter"*

"You'll lend me your lawnmower for the weekend, I hope"

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

Speaker uses an inclusive 'we' form when Speaker actually means 'you' or 'me', he can call upon the cooperative assumptions and thereby redress FTAs. It is also an attempt to involve Hearer and Speaker into the activity. It commonly uses 'Let's' is an inclusive 'we' form.

For example: *"I'm feeling really hungry. Let's stop for a bite"*

"Give us a break"

m. Sub strategy 13 : Give or ask for reasons

Another aspect of including Hearer in the activity is for Speaker to give reasons as to why he wants what he wants by including Hearer thus in his practical reasoning, and assuming reflexivity (Hearer wants Speaker's wants), Hearer is thereby led to see the reasonableness of Speaker's FTA.

For example: *"I think you've had a bit too much to drink, Jim"*

Speaker assumes that if there are no good reasons why Hearer should not or can not cooperate he will.

For example: *"Why don't I help you with that suitcase"*

n. Sub strategy 14 : Assume or assert reciprocity

It means Speaker asks Hearer to cooperate with him by giving evidence of reciprocal rights or obligations obtaining between Speaker and Hearer. Thus Speaker may say, *'I'll do X for you if you do Y for me'*. By pointing to the reciprocal right (or habit) of doing FTAs to each other, S may soften his FTA by negating the debt aspect and/or the face threatening aspect of speech acts such as criticisms and complaints.

For example: *"I'll mow the lawn after school tomorrow if you help me with my math homework"*

o. Sub strategy 15 : Give gifts to Hearer (good, sympathy, understanding, cooperation)

Speaker satisfies Hearer's positive face want (that Speaker want Hearer's want, to some degree) by giving a gift not only tangible gifts, but human relations want such as the wants to be liked, admired, cared about, understood, listened to, and so on.

For example: *"Have a glass of malt whisky, Dick"*

2.1.2.3. Negative Politeness

According Brown and Levinson (1987:129) Negative politeness redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded. It uses in order to show that Speaker cares and respects H's negative face in the social distance. This strategy orients toward satisfying the H's negative face and emphasizes avoidance of imposition on the Hearer. There are ten sub-strategies of negative politeness. They are:

a. Sub strategy 1 : Be conventionally indirect

It means Speaker tries to be indirect. Speaker utters his intended message to avoid the treat of face imposition by using of phrases and sentences that have contextually unambiguous meanings which are different form their literal meaning.

For example: *"Could you tell me the time, please?"*

b. Sub strategy 2 : Question, Hedge

It means Speaker derives from the want not to presume and the want not to coerce Hearer. So, in this strategy do not assume willingness to comply. A ‘hedge’ is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set. It says of that membership that it is partial, or true only in certain respects, or that it is more true and complete than perhaps might be expected.

For example: *“I wonder whether I could just sort of ask you a little question”*

c. Sub strategy 3 : Be pessimistic

It gives redress to Hearer’s negative face by explicitly expressing doubt that the conditions for the appropriateness of Speaker’s speech act obtain.

For example: *“I don’t imagine there’d be any possibility of you*

d. Sub strategy 4 : Minimize the imposition

It means Speaker redresses the seriousness of the FTA to pay Hearer deference. It usually uses expressions like *a tinny little bit, a sip, a taste, a little, a bit, etc.*

For example: *“Could I talk to you for just a minute”*

e. Sub strategy 5 : Give deference

It means Speaker humbles himself and Speaker raises Hearer by satisfying Hearer's want to be treated as superior.

For example: *"Excuse me, officer, I think I might have parked in the wrong place"*

f. Sub strategy 6 : Apologize

It means Speaker can indicate his reluctance to impinge on Hearer's negative face and thereby partially redresses that impingement. The deferential use of hesitation and bumbliness discussed above is one way of showing this reluctance, but there are many expressions in common use that have the same effect. There are (at least) four ways to communicate regret or reluctance to do an FTA. They are; admit the impingement, indicate reluctance, give overwhelming reasons, beg forgiveness.

For example: *"Sorry to bother you, but..."*

g. Sub strategy 7 : Impersonalize Speaker and Hearer

It means Speaker does not want to impinge on Hearer is to phrase the FTA as if the agent were other than Speaker, or at least possibly not S or not Speaker alone and the addressee were other than Hearer, or only inclusive of Hearer. Avoid the pronouns I and You

For example: A: *"That car's parked in a no parking area"*

B: "It's mine, officer"

A: "Well, it'll have to have a parking ticket"

h. Sub strategy 8 : State the FTA as a general rule

It means Speaker indicates that he does not intend to impinge by stating the FTA as an instance of some general social rule, regulation, or obligation. It uses in order to dissociating Speaker and Hearer from the particular imposition in the FTA and Speaker does not want to impinge but is merely forced to by circumstances. So, we get pronoun avoidance.

For example: *"Parking on the double yellow lines is illegal"*

i. Sub strategy 9 : Nominalize

It is shown by nominalizing the sentences to be more nouns or nominalise to distance the actor and add formality.

For example: *"Participation in an illegal demonstration is punishable by law"*

j. Sub strategy 10 : Go on record as incurring a debt or as not indebted Hearer

It means Speaker can redress a FTA by explicitly claiming his indebtedness to Hearer, or by disclaiming any indebtedness of Hearer, by means of expressions. For example: *"I'll buy you a beer at lunch time"*

2.1.2.4. Bald off Record

The final strategy, according to Brown and Levinson (1987:211) off record utterances are essentially indirect uses of language. 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. Off record more indicated to 'indirect speech'. There are fifteen sub strategies of Bald off record. They are:

a. Sub strategy 1 : Give hints

If Speaker says something that is not explicitly relevant, he invites Hearer to search for an interpretation of the possible relevance.

For example: *"It's cold in here (Shut the window)"*

b. Sub strategy 2 : Give association clues

If Speaker gives a related kind of implicature triggered by mentioning something associated with the act required of Hearer, either by precedent in Speaker-Hearer's experience or by mutual knowledge irrespective of their interactional experience.

For example: *"My house isn't far away" (please come visit me)*

c. Sub strategy 3 : Presuppose

Speaker makes Hearer looking for the presupposed prior event by implicating something.

For example: *“I washed the car again today” (he presupposed that he has done it before. The use of again forces H to search for the relevance of the presupposed prior event).*

d. Sub strategy 4 : Understate

Speaker is inevitably saying something less than or something different from what he actually intends to convey. By saying less (that is, providing less information) than is required or by saying more than is required, S invites H to consider why.

For example: *A: “How do you like Josephine’s new haircut?”*

B: “It’s OK” (I don’t particularly)

e. Sub strategy 5 : Overstate

Speaker says ‘more’ than is necessary, thus violating the Quantity Maxim in another way, he may also convey implicatures. He may do this by the inverse of the understatement principle that is by exaggerating or choosing a point on a scale which is higher than actual state of affairs. For example: *“There were a million people in the Co-op tonight!”*

f. Sub strategy 6 : Use tautologies

Speaker encourages Hearer to look for an informative interpretation of the non informative utterance. It is performed by repeating previous utterance without any further clear explanation. For example: “*War is war*”

g. Sub strategy 7 : Use contradiction

By stating two things that contradict each other, Speaker makes it appear that he cannot be telling the truth. He thus encourages Hearer to look for an interpretation that reconciles the two contradictory propositions.

For example: *A: “Are you upset about that?”*

B: “Well, I’m and I’m not”

h. Sub strategy 8 : Be ironic

By saying the opposite of what he means, Speaker can indirectly convey his intended meaning if there are clues that his intended meaning is being conveyed indirectly.

For example: “*Lovely neighborhood, eh?*” (*In a slum*)

i. Sub strategy 9 : Use metaphor

Speaker uses a metaphor and leaves it to Hearer to interpret his intended meaning. For example: “*Harry’s a real fish (he drinks like a fish)*”

j. Sub strategy 10 : Use rhetorical question

Speaker asks question with no intention of obtaining an answer is to break a sincerity condition on questions namely, that Speaker wants Hearer to provide him with the indicated information.

For example: *“How was I to know” (I wasn’t)*

k. Sub strategy 11 : Be ambiguous

Speaker utters with not always clear exactly which of the connotations of a metaphor are intended to be invoked.

For example: *“John’s a pretty sharp cookie”*

l. Sub strategy 12 : Be vague

Speaker goes off record with a FTA by being vague about the object of the FTA is or what the offence is.

For example: *“Perhaps someone did something naughty”*

m. Sub strategy 13 : Over generalize

Speaker utters a rule of instantiation that may leave Hearer to have a choice of deciding whether the general rule applies to him.

For example: *“The lawn has got to be mown”*

n. Sub strategy 14 : Displace Hearer

Speaker may address another person who is impossibly received that kind of utterances as the object and hope the real target will see that the FTA is aimed at him.

o. Sub strategy 15 : Be incomplete, use ellipsis

Speaker can leave the implicature ‘hanging in the air’, just as with rhetorical question. For example: “*Well, I didn’t see you...*”

2.2. Review of Previous Studies

Actually, there are several studies that have been conducted in understanding politeness. As her related studies, the writer uses two studies from previous researcher in the same field as this study, namely politeness. First study which gives contributions to this study is conducted by Novianti, Windy (2005). The title is “*The politeness strategies used by Lizzie McGuire in Lizzie McGuire*”. The data were western movie which were a main character apply politeness strategies when conversing with her addressees who are older than her and the same age as her. This research was designed by using qualitative method. In addition, the approach for analyzing the technique of politeness strategy was based on Brown Levinson’s theory of politeness. Meanwhile, she focuses in one character.

Second study is conducted by Nadzifah, Wardatun (2012) Student of Airlangga University Surabaya. The title is “*Politeness Strategies In The Interaction*

Between Santriwati and Ustadz/Ustadzah In Pesantren Zainul Hasan”. This research is about the analysis of politeness strategies used by two people when they are conversing in pesantren Zainul Hasan. In Nadzifah’s study, Santriwati and Ustad/Ustadzah were chosen as her subjects. The data were collected by recording and transcribing the subjects.

Those two researchers above have differences each other, among the data and the method. To make it clear, the writer makes the table to show the differences of previous study with the writer’s study.

Table 2.1

No	Researcher	Title	Purposed of The data	Data	Result
1.	Windy Novianti	<i>The politeness strategies used by Lizzie McGuire in Lizzie McGuire</i>	To reveal this way politeness strategy is affected by age which is used by Lizzie in talking to the people who are older than her and of the same age as her	Western movie which were a main character, Lizzie’s utterances.	Lizzie’s conversation with the older people and people of the same age with her, she was mostly used positive politeness strategies
2.	Wardatun Nadzifah	<i>Politeness Strategies In The Interaction Between Santriwati and Ustadz/Ustadzah In Pesantren Zainul Hasan</i>	To find out the kind of politeness strategies used by <i>santriwati</i> and <i>ustad/uztadzah</i> in Pesantren Zainul Hasan and To identify some factors that	The conversation among <i>santriwati</i> and <i>ustad/ustadzah</i> by using Indonesia language	Mostly used positive politeness and bald off record

			underlay <i>santriwati</i> and <i>ustadz/uztadzah</i> Pesantren Zainul Hasan to employ politeness strategies in the interaction		
3.	Choirun Nisa	<i>An analysis of politeness strategies used by the main characters toward their addressees in Snow white and the Huntsman</i>	To find out the kinds and the reasons of politeness strategy used by the main characters toward their addressees	Western movie which were the main characters, Snow white and huntsman's utterances.	Mostly used bald on record and positive politeness when conversing with all of their addressees.