

## REVIEW OF RELATED LITERATURE

This chapter consists of many important aspects concerning the theoretical framework and the related studies.

### 1.1. Politeness Strategy

According to Brown and Levinson (1987:61) and Goffman (1967:215), politeness is showing concern for people's face. Mills (2003:6) also stated that politeness is the expression of the speaker's intention to minimize face threats carried by certain face threatening act's toward another. Another definition about politeness is from Yule (1998:60). Politeness is a way to show awareness of another person's public self-image. In line with Yule, Cruse (2006:131) stated that politeness is a matter of maximizing the positive effects and minimizing the negative effects of what someone says on the feeling of others. Everybody has face needs or basic wants and people generally cooperate in maintaining each other's face and partially satisfying each other's face needs. Politeness involves showing concern for two different kinds of face needs. First, negative face needs or the need not to be imposed upon. Second, positive face needs or the need to be admired or liked. The evidence of negative politeness is behavior which avoids imposing on others (or avoids "threatening their face"), while positive politeness is sociable behavior expressing warmth towards addressees (Brown and Levinson 1987:102). Any utterance which could be interpreted as making a demand or disturb on another person's right can be regarded as a potential face-threatening

act. Requests and advices can be regarded as face-threatening acts, since they potentially disturb the other person's freedom of action. Polite people avoid obvious face-threatening acts, such as humiliates and reigns; the generally attempt to minimize the threat of unavoidable face-threatening acts such as requests or warnings by expressing them directly or softening them; and they use positively polite utterance such as greetings and compliments where possible. Politeness consist of attempting to save face of another. "Model person" is the idea of Brown and Levinson (1987:55) which means that these rational agents think strategically and are conscious of their language choices. This influenced Brown and Levinson when testing the version of Goofman of the face where they agreed that rational agents have both positive and negative politeness.

### 1.1.1. Positive Politeness Strategies

Brown and Levinson defined “positive face” as the positive and consistent image people have of themselves, and their pretension for agreement. The positive politeness strategy shows that the hearer has a pretension to be respected. It means that the relationship is friendly and expresses group reciprocity. Positive politeness strategy (showing solidarity): FTA is avoided by drawing to the listener’s positive face.

Examples:

*Can you close the window?*

*Is it okay if I borrow your book?*

*Can you pass me the salt?*

Positive face can be used when the speaker and listener have relationship in terms of power (friends, siblings, students) and the speaker wishes to phrase his request as a positive appeal. It means that positive politeness strategy is used for people who have a close relationship like family, friend or etc. It will keep the relationship between the speaker and the hearer.

Positive politeness is redress directed to the addressee's positive face, his perennial desire that he wants (or the actions/ acquisitions/ values resulting from them) should be thought of as desirable. Redress consist in partially satisfying that desire by communicating that one's own wants (or some them) are in some respects similar to the addressee's wants.

According to Brown and Levinson (1987:101) there are 15 lists of positive politeness strategies:

**1. Notice, Attend to Hearer (his or her wants, interest, needs and goals)**

Brown and Levinson (1987) stated that in this strategy the speaker should take notice or pay attention to the hearer's condition. The speaker should give a response to the hearer's condition. By doing it, the hearer will know and realize that the speaker notices to his condition. This kind of strategy is used by the speaker to show the solidarity and make close relationship with the hearer. Therefore, the speaker can redress the FTA on the hearer.

Example: *Goodness, you cut your hair! By the way, I came to borrow some flour.*



### a. Address Form

Address form that is used to convey such in-group membership includes generic names and term of address like mate, buddy, honey, dear, duckie, mom, brother, sister, cuty, sweetheart, guys and fellas.

Example: *Come here Mate!*

## b. Language or Dialect

To redress the FTA such as giving request, the speaker can use nickname or full name of the hearer on his utterance in calling the name of his hearer.

Example:

*Come here Johnny!* (First call)

*John Henry Smith, you come here right away!* (Second call)

### c. Jargon or Slang

According to Brown and Levinson (1987) by referring to an object with a slang term, the speaker may evoke all the associations and attitudes that he and his hearer have toward the object. It stresses that the speaker and the hearer share an (in-group) rely on the required object. It is used for the FTA redress.

Example: *Lend us two bucks then, wouldja Mac?*

Bucks on the utterance above means Dollar while wouldja.



B: yes... yes.. she is small...uhm... not really small but certainly not very big.

### b. Pseudo-agreement

The speaker uses *then* a conclusory marker. It makes become an indication that the speaker drawing a conclusion to a line of reasoning carried out cooperatively with the addressee.

Example: *I'll meet you in front of the theatre just before 8, then.*

### c. White Lies

A further output of positive politeness desires to avoid disagreement is the social “white lie”. Here, the speaker is better to say the lie to his hearer than damage the positive face of his hearer in hiding the disagreement.

Example: *Oh, I can't. The batteries are dead.*

#### d. Hedging Opinion

The speaker can choose to be vague his own opinion, so as not to be seen to disagree. The unclear opinion of the speaker is marked by *sort of, kind of, like, or in a way*.

Example: *It's really beautiful, in a way.*

## 7. Presuppose/ Raise/ Assert Common Ground

This is where the speaker as if he was the hearer or his knowledge is same as the hearer's. An example is the use of question tag with falling intonation. Another example can be seen in cases where, in giving empathy or someone

asserts what only the hearer can know. It is for showing that the hearer is a central of the conversation.

Example:

*A: Oh, this curt hurt awfully, Mom!*

*B: I know.*

## 8. Joke

Since jokes are based on mutual shared background knowledge and values, they can stress that shared background or those shared values. They attempt to redefine the size of the FTA.

Example: *How about lending me this old heap of junk?*

## 9. Assert/ Presuppose Speaker Knowledge of a Concern for Hearer

Brown and Levinson (1987) argued that to indicate the speaker and hearer are cooperation is by putting pressure on the hearer. The speaker may put other utterance that the speaker knows before asking for requests and offering something to the hearer in order to make the hearer accept that request.

Example: *Look, I know you want the car at 5 o'clock, so shouldn't I got to the town now?*

## 10. Offer or Promise

The speaker can claim whatever the hearer wants; he will help to obtain it. This strategy is used by the speaker to redress the potential threat of some FTAs on his hearer.

Example: *I'll drop by sometime next week.*



## 11. Be Optimistic

This strategy suggests that the speaker can assume the hearer wants the speaker's intention for the speaker and will help obtain them.

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

## 12. Include Both Speaker and Hearer in Activity

The speaker uses the term *we* while actually the speaker's intention is "you" or "me". It is to show his cooperation and redress the hearer's FTA.

Example: *Let's get on with dinner, eh?*

### 13. Give or Ask for Reason

The other way for the speaker to include the hearer in the activity is by showing his reason as to why he wants what his intention.

Example: *Why don't we go to the seashore?*

## 14. Assume or Assert Reciprocity

The existence of cooperation between the speaker and hearer may also be claimed or urged by giving evidence of reciprocal rights. It means the speaker promise to do something as long as the hearer does something for the speaker to for cooperation.

Example: *I'll give you a bonus if you can sell these clothes.*

## 15. Give Gift to the Hearer

The speaker can satisfy the hearer by giving gifts, human relation wants such as desire of being liked, admired, cared about, understood, and listened to.

Example: *I'm sorry to hear that.*

## 1.2.Factors Influence Use of Positive Politeness

The employment of politeness strategy is influenced by several factors. According to Brown and Levinson (1987: 71) there are two factors that influence the speaker to employ politeness strategy. The factors are payoff and circumstances.

## 1. Payoff

The speaker employs the politeness strategy because they can get advantages. The speaker can minimize the FTA by assuring the listener that he likes the listener and wants to fulfill the listener's wants. Thus, the listener's positive face is not threatened by the speaker because it can be seen in their mutual shares.

Example: *Let's get on dinner*

The example above shows that the speaker minimizes the FTA (request) to the listener by including the speaker himself equally as the participant.

## 2. Relevant circumstances

The seriousness of an FTA is also influenced by the circumstances. Sociological variable and thus to a determination of the level of politeness, according to Brown and Levinson in Rahardi (2005) there are three dimensions

to determine the level of politeness. Among them are relative power (P), social distance (D) and size of imposition (R).

### a. Relative Power

According Brown and Levinson (1987:77) power is an asymmetric social distance of relative power, roughly in Weber's sense. In general point, relative power (P) is that we tend to use a greater degree politeness with people who have more power or authority over us to those who do not. It is based on the asymmetric relation between the speaker and the hearer. These types of power are most found in obviously hierarchical setting, such as the courts, the military, workplace.

For example, you would probably be more polite about conveying to your employer because he or she always arrive late, than in conveying to your brother. This is because of your employer can influence your career in a positive way (reward power) or negative way (coercive way).

### b. Social Distance

Social distance (D) 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. It is based on the symmetric relation between the speaker and the hearer.

For example, you feel so close to your friend because he is similar in terms of age or sex then you will get closer or maintaining to him and the distance rating will get smaller. As a result you will not employ polite utterance when you ask him to do something. So, you will employ the polite utterance when you interact with the person whom you are not known well, such as a person who is older than you.

### c. Size of Imposition

According Brown and Levinson (1987:77) size of the imposition is culturally defines ranking of impositions by the degree which they are considered to interfere with an agent's wants of self-determination or of approval. Size of the Imposition (R) can be seen from the relative status between one speech acts to another in a context.

For example, borrowing a car in the ordinary time will make us feel reluctant, but in urgent situation it will be natural. Thus, in the first context, we will employ the polite utterance because the situation is urgent.

### 1.3. Context

Context is an important aspect to interpreting the meaning of an utterance. According to Leech, context deals with relevant aspect of physical or social setting of an utterance. It is the background of knowledge, which is shared by the speaker and the hearer in understanding the utterance (1983:13). Therefore, context has many contributions in spoken and written language. It functions to

From the statement above, it can be concluded that speech context is all aspects in speaking, whether social or physical including the speech, time, place, social environment, political condition, etc. Then, context is a set of propositions describing the beliefs, knowledge, and commitments and so forth of the participant in a discourse in order to understand the meaning of an utterance. Because the researcher is investigating the use of language in context by the speaker, so it is more concerned with the relation between the speaker and utterance, on the particular occasion of use. During the process of communicating with others, it is necessary to be polite, so the speaker context or illocution will be delivered completely. If the speaker speaks politely, it will satisfy the hearer, so their communicating is running well.

The program was renewed for a sixth and final season premiering in November 2016. Changes to the format have been made to the final season, with restrictions lifted for potential contestants to encourage anyone to participate in "the last chance" to become a K-pop Star. Existing trainees of companies as well as singers who have already debuted are allowed to participate. The winner of the final season will not choose which company to debut with, but instead will be jointly debuted and promoted by all three companies (YG, JYP, and Antenna). Also the winner will be awarded 300.000 USD, as well as a luxurious massage chair, and will be given a brand new vehicle.