CHAPTER II

LITERATURE REVIEW

2.1. Theorical Framework

In this chapter, the study is presented by giving some brief explanation and discussion on the theories used in analyzing the data in this study. This chapter is divided into some topics, which are: Pragmatic, FTA (Face threatening act), politeness strategies and factor influences the choice of positive politeness.

2.1.1Pragmatics

According to Yule, (1996) states that pragmatics is the study of contextual meaning. According to him, pragmatics is concerned with the study of meaning as communicated by a speaker (a writer) and interpreted by a listener (a reader). So that, it involves the interpretation what people mean in the particular context and how the context influences what it said.

Pragmatics according to Levinson, (1985) is the study of the relation between language and context that are basic an account of language understand. He also states that pragmatics is the study of relation between language and context that are grammatically, or encoded in the structure of a language. In studying language, one cannot ignore the situation which is the speech is uttered. There is close relation between an utterance and situations. Thus, pragmatics includes the relevant context or situation, instead of the language usage.

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Politeness is an aspect of pragmatics in that its use in language is determined by an external context. This external context is the context of communication, which is determined by the social status of the participant.

From the definition above, it can be conclude that pragmatics is the study of meaning contained the utterances in context. Therefore in pragmatics view, to appreciate and to interpret the meaning of a statement or an utterance, one most consider the relationship between language and context in which the situation is uttered.

2.1.2 FTA (Face Threatening Acts)

FTA is the acts that infringe on hearer's need to maintain their esteem, and their need to be respected (Brown and Levinson, 1987). FTA is described as when the speaker says something that represents a threat to another individual's expectations regarding self-image (Yule, 1996).

Brown and Levinson, (1987) stated that in human communication, either spoken or written, people tend to maintain one another's face continuously. 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 refers to the self-image that everyone wants to claim them. Face is something that is emotionally invested, and that can be lost, maintained or enhanced and must be constantly attended to in an interaction Brown and Levinson, (1987). Then Yule, (1996) also stated that face is a mask that constantly changes depending

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on the audience and the social interaction. Face is divided into two different categories, which are positive face and negative face. Positive face is the desire of being seen as a good human being, and negative face is the desire to remain autonomous. 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. A person's negative face is the need to be independent, to have freedom of action, and not to be imposed on by others. In simple terms, negative face is the need to be independent and positive face is the need to be connected.

2.1.3 Politeness strategies

In communication, politeness can be defined as the means to show awareness of another person's face. Face means public self-image of person. It refers to that emotional and social sense of self that every person has expects everyone else to recognize (Yule, 1996). According to Fasold (1996) Face means something that is emotionally invested. It can be lost, maintained, or enhanced, and must be constantly attended to in interaction. According to Brown and Levinson (1987) Face has two aspects, namely Positive and Negative.

1) Positive face

   Positive face is the need to be appreciated and accepted, to be treated as the member of the same group, and to know that his or her wants are shared by others. Brown and Levinson (1987), that certain speech act is liable to damage or threaten another person's face, such as known Face threatening Acts. In

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order to reduce the FTA's Brown and Levinson sum up four main types of politeness strategies, namely bald on record, negative politeness, positive politeness, and bald on record.

2) Negative face

Another kind of face that everyone has is negative face. It is the kind of face that highlights the freedom of action and the feeling of not to be imposed of others. This kind of face is related to negative politeness. In the case , hearer can do acts that can show negative politeness. According to Brown and Levinson, (1987) negative face is the basic claim, rights to non distraction, such as freedom of faction and freedom from imposition.

For avoiding the face threatening acts of the hearer, it is better for the speaker to know about politeness strategies. Politeness strategies are strategies used to minimize or avoid the FTA (Face Threatening Act) that the speaker means (Brown and Levinson, 1987). There are four kinds of politeness strategies. They are bald on record, positive politeness, negative politeness and off record. However, the writer will focus on positive politeness strategies because what the writer going to analyze the implementation of positive politeness strategies.

a. Bald on record

Bald on record strategy do not attempt to monimize the threat to the hearer's face. This strategy is most often utilized by the speaker who closely know their audience. With the bald on record strategy there is a direct possibility that the audience will be shocked or embarrassed by the strategy. For example, a bald on

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record strategy might be to tell your sister to clean the dishes “Do the dishes. It’s your turn”.

Specially, Brown and Levinson (1987) explained that an FTA will be done in this way only if the speaker does not fear retribution from the addressee, for example in circumstance where:

a) Speaker and listener both tacitly agree that the relevance of face demand may be suspended in the interest of urgency or efficiency.
b) The danger to listener’s face is very small, as in offers, request, suggestions that are clearly in listener’s interest and do not require great sacrifice of speaker.
c) Speaker is vastly superior in power to Hearer, or can enlist audience support to destroy Hearer’s face without losing his own.

b. Positive politenessstrategies

Positive politeness is used to satisfy the positive face of the hearers, desire of being liked and accepted, by regarding them as people who have close relationship with the speaker. Holmes states that positive strategy expresses solidarity and minimize status difference (1992: 297). According to Brown and Levinson positive politeness consist of fifteen strategies, they are :

1. Notice, attend to hearer (his interest, wants, needs and goods).

In this strategy the speaker should take notice or pay attantion to the hearer’s condition,the speaker should give a respons to the hearer’s condition. By doing it, the hearer will know and realize that the speaker notices to his condition. This kind of

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strategy is used by the speaker to show solidarity and make close relationship with the hearer. Therefore, the speaker can redress the FTA on the hearer.

It means to make relation come closer between speaker and hearer than the speaker must followed response the hearer in order to the hearer satisfied with something that instruction with the speaker.

Example: *what a beautiful case this is! Where did it come from?*

From the example above it can be seen that the speaker notice with the case's hearer. She said that the case is very beautiful, so it makes the hearer feel satisfy because the speaker attention what the hearer has, and it can make close relation between them.

2. Exaggerate (interest, approval, sympathy with the hearer)

This strategy is often conducted with exaggerate intonation, stress, and other aspect of prosodic, as well as with intensifying modifiers.

Brown and Levinson (1987) argued that for showing his interest, approval and sympathy, the speaker can use exaggerative intonation, stress, or other aspect of prosodic, such as really, for sure, exactly, and absolutely.

Example: *what a fantastic garden you have!, how absolutely incredible!*

From the example above the speaker show his interest with the garden of the hearer, she said if the garden is so fantastic with exaggerate intonation, so that it can make the hearer satisfy.

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3. Intensify interest to the hearer

In this strategy, there is another way for the speaker to communicate to the listener that he shares some of his wants to intensify the interest of his own (the speaker) contribution to the conversation, by making a good story. This may be done by using 'vivid explanation or description, tag question or expression that draw listener as a participant into the conversation. Such as 'as you know?', 'see what I mean?', 'isn't it?

Example: *you always do the dishes! I'll do them this time.*

A related technique is to exaggerate facts

4. Use in groups identity markers

This strategy by using any of the innumerable ways to convey in-group membership, the speaker can implicitly claim the common ground with the listener that is carried by that definition of the group.

This strategy includes in-group usages of address forms, use of in-group language or dialect, and use of jargon or slang.

Example: *come here, buddy (*buddy mind that best friend)

In this strategy the solidarity of the people can be seen because they are approved as the same member's of group.

5. Seek agreement

Another characteristic of claiming common ground with the listener is to seek ways in which it is possible to agree with him, there are two ways: safe topics and repetition (Brown and Levinson, 1987)

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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

In communication proces, the speaker seels ways so agree with the hearer, when the speaker shows his agreement to the hearer means that the speaker tries to satisfy the hearer's positive face. (Brown and Levinson, 1987) said that showing the agreement, the speaker can repeat part of all of the proceding hearer has said in conversation.

Example*: Let's go to Bali.*

: what, Bali!!

It means the speaker can repeat part of the proceding hearer has said, with the word "Bali"

6. Avoid disagreement

There are four ways to avoid disagreement namely by means of token agreement, pseudo agreement, white lies, and hedging opinion.

a) For instance of 'token' agreement are the desires to agree or appear to agree with the listener leads also to mechanism for pretending to agree (Brown and Levinson, 1987). The remarkable degree to which speakers may go in twisting their utterance so as to appear to agree or to hide disagreement to respond to a preceding utterance with ' Yes, but…' in effect. Rather than 'No'.

For example:

A: What is she, small?

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B: Yes, yes, she's small, smallish, um, not really small but certainly not very big.

b) Pseudo agreement is found in English in the use of than as a conclusion marker, an indication that the speaker is drawing a conclusion to a line of reasoning carried out cooperatively with the addressee (Brown and Levinson, 1987).

For example: *we'll be taking together then.*

c) White Lies ways happen when a speaker confronted with the necessity to state an opinion . Wants to lie rather than to damage the listener's positive face. It is also used to avoid confrontation when refusing a request by lying, pretending there are reasons why one cannot comply (Brown and Levinson, 1987).

For example: *yes I do like your new hat! (Even speaker does not like)*

d) Hedging Opinion occurs when the speaker may choose to be vague about his own opinions, so as not to be seen to disagree (Brown and Levinson, 1987). Normally hedges are a feature of positive politeness function as well. This may be done by hedging it with several phrases *such as, sort of, like, in a way.*

For example: *it's really beautiful, in a way.*

7. Presuppose/ rise / assert common ground

This strategy includes three ways among them are gossip or small talk, point of view operations and presupposition manipulation.

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a. Gossip or small talk the value of speaker's spending time and effort on being with the hearer, as a mark of friendship or interest him. It gives rise to the strategy of redressing FTA by talking for a while about unrelated topic before leads to the real topic. For example: actually the speaker wants to request with the listener and indicates that he has not come to see the listener simply to do it even though his intent might be obvious by his having brought gift to the listener.

b. Point of view operations. It is used for reducing the distance between the speaker and the listener's point of view.

   1) Personal-center switch: the speaker to the listener. This is where the speaker speaks as if the listener was the speaker, or the listener's knowledge was equal to the speaker's knowledge (Brown and Levinson, 1987)

      For example: when the speaker gives directions to a stranger, unfamiliar with the town 'it's at the fare end of the street, the last house on the left, isn't it'

   2) Time switch, the use of 'vivid present', a tense shift from past to present tense (Brown and Levinson, 1987).The vivid present function to increase the immediacy and therefore the interest of the story.

      For example: John says he really loves your roses.

   3) Place switch, the use proximal rather than distal demonstrative (here, this, rather than that, there), where either proximal or distance would

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be acceptable, seems to covey increased involvement or empathy (Brown and Levinson, 1987)

For example: (on saying good bye) : this was a lovely party

c. Presupposition manipulation means that the speaker presupposes something that is it mutually taken for granted (Brown and Levinson, 1987)

1) Presuppose knowledge of the listener's wants and attitudes. Negative question, which presume 'yes' as an answer, are widely used as a way to indicate that the speaker knows the listener's wants, tastes, habits, etc. and thus partially to redress the imposition of FTA.

   For example: 'Wouldn't you like a drink?'

2) Presuppose the listener's values being the same as the speaker's values. For example: the use of scalar prediction such as 'tall' assumes that the speaker and the listener share the criteria for placing people (or things) on this scale.

3) Presuppose familiarity in speaker-listener relationship. The use of familiar address forms like honey or darling presupposes that the addressee is 'familiar'.

4) Presuppose the hearer's knowledge. The use of any term presupposes that the referents are known to the addressee. For example: 'well I was watching High Life last night'. The speaker assumes that the listener does know the program even though the listener indeed does not know

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about the TV program. However, it may operate as an expression of good intentions, indicating that the speaker assumes that the speaker and the listener share common grounds.

8. Joke

Jokes may be used as an exploitation of politeness strategies as well, in attempts to reduce the size of the FTA. For instance the speaker may joke in order to minimize an FTA or requesting. Jokes are also used as a basic positive politeness technique for putting the listener 'at ease'.

Joke is also useful in maintaining friendship. It is a way to share experience or knowledge through fun situation. And it is also can minimize the face threatening act of requesting.

Example: *so, it is okay if I throw away your book.*

It is also used as a basic positive politeness technique for putting the listener 'at ease'

9. Assert or presuppose speaker's knowledge of and concern for hearer's intention

This strategy is done by asserting or implying knowledge of listener's wants and willingness to fit one's own with them.

Example: *I know you can't bear parties, but this one will really be good, docome!*

The speaker knows before asking for request and offering something to the hearer in order to make the hearer accept that request.

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10. Offer, promise

In this strategy,the speaker may choose to stress his cooperation with the listener in another way. The speaker may claim that whatever the listener wants, the speaker will help to obtain the hearer's wants. Offers and promises are natural outcomes of choosing this strategy even if they are false. They just demonstrate the speaker's good intentions in satisfying the listener's wants.

Example: *I'll come to your house sometimes.*

In this example show that the speaker will help to obtain the hearer's Wants, it just demonstrate the speaker's good intentions in satisfy the listener wants.

11. Be optimistic

In this strategy the speaker assumes that the listener wants to do something for the speaker (or for the speaker and the listener) and will help the speaker to obtain the goals because it will be in their mutual shared interest.

Example: *I'm borrowing your pen for second, ok?*

It means that the speaker and the hearer can share mutual interest. So the utterance above considered as positive politeness strategy 11.

12. Include both speaker and hearer in the Activity

This strategy uses an inclusive 'we' form, when speaker really means 'you' or 'me', he can call upon the cooperative assumption and thereby redress FTAs. An inclusive 'we' often use with the word let's.

Example: *Let's go to the wedding party!*

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This example indicates the word “We” (speaker and hearer). And it indicates that they are in the same activity.

13. Give or Ask for reason

This strategy can be used for complaining or criticizing by demanding reason ‘why not’, and assuming that if there are not good reasons why the listener should not or cannot cooperate he will cooperate, for example, complaining past action. Thus, the indirect suggestion which demands rather than gives reason is a conventionalized positive politeness form.

Example: *why we don’t go to the beach?*

In this example used for complaining by demanding reason “why”. It means the speaker ask the reason to the hearer.

14. Assume or assert reciprocity in this strategy

The speaker may say, in effect, ‘I’ll do X for you if you do Y for me’, or ‘I did X for you last week, so you do Y for me this week’ (or vise versa). By this strategy, the speaker may soften his FTA by negating the debt aspect and / or the face threatening aspect of speech act such as criticism or complaints.

Example: *i’ll give you bonus if you can sell these clothes.*

It means that the speaker promises to do something as long as the hearer does something for the speaker too for cooperation.

15. Give gifts to the hearer (goods, sympathy, understanding, cooperation)

The last strategy, the speaker may satisfy the listener’s positive face want (that the speaker wants to the listener’s wants, to some degree) by actually satisfying some

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of the listener's wants. Hence we have the classics positive politeness action of gift giving, not only tangible gifts but also human relation wants such as admired, listened, understood, etc.

Example: *Hey, look at me, if there is a will there is a way, so don't give up.*

This strategy is used to increase solidarity and human relations among the speaker and hearer.

C. Negative politeness

Negative politeness strategies are oriented mainly to satisfy the hearer's negative face, its basic want to claim territory and self determination. In other word, this strategy is the desire to remain autonomous so the speaker is more apt to include an out for the hearer, through distancing styles like apologies. For the reason, sometimes the speaker is humbling, not showing off, and being formal, and restraining himself/herself. This strategy might cause some social distance in the interaction. Therefore, the tendency to use of the negative politeness is the speaker is aware of and respects the social distance between him/her and the hearer.

a. Be conventionally indirect

Negative politeness enjoins both on record delivery and redress of an FTA. The simples way to construct an record message is to convey it directly, as in bald on record usages.

It means the speaker uses the phrases or sentences that have contextually

The strategy involved is:

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1. Be conventionally indirect

In this strategy a speaker is faced with opposing tensions the desire to give it an out by being indirect, and the desire to go on record. In this case it is solved by the compromise of conventional indirectness, the use of phrases and sentences that have contextually unambiguous meaning which are different from their literal meaning.

For example: *could you pass the salt?*

b. Don't Presume / Assume

This strategy can redress listener's negative face by carefully avoiding presuming that anything involved in the FTA is desired or believed by listener. This will include avoiding presumptions about listener's wants, relevant, interesting or attention that keeps distance from listener.

2. Question, hedge

Hedge is a particle, word or phrase that modifies the degree of membership of a predicate or noun phrase in a set.

c. Don't Coerce listener or Hearer

Another ways of redressing listener's negative face want is used when the proposed FTA involves predicating an act of listener, for instance, when requesting his aid, or offering him something which requires his accepting.

The strategies involved are:

2. Be pessimistic

This strategy gives redress to listener's negative face by implicitly expressing doubt that the condition for the appropriateness of speaker's speech act obtain.

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3. Minimize the imposition

One way of defusing the FTA is to indicate that Rx, the intrinsic seriousness of the imposition, is not in itself great, leaving only D and P as possible weight factors. So, indirectly this may pay listener deference.

4. Give deference

By conveying directly the perception of a high P differential, deference serves to defuse potential FTA by indicating that the addressee's rights to relative immunity from imposition are recognized and moreover the speaker is certainly not in a position to coerce listener's compliance in any way.

d. Communication Speaker's want to not impinge on Hearer

One way to partially satisfy listener's negative face demands is to indicate that speaker is aware of them and taking them into account in his decision to communicate the FTA.

The strategies involved are:

5. Apologize

The speaker can indicate his reluctance to impinge on listener's negative face and thereby partially redress that impingement.

6. Impersonalize Speaker and Hearer

The speaker doesn't want to impinge on listener is to phrase the FTA as is the agent were other that speaker or at least possibly not speaker alone, and the addressee were other than listener or only inclusive of listener.

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7. State the FTA as a general rule

That speaker doesn't want to impinge but is merely force to by circumstances, is to state the FTA as an instance of some general social rule, regulation, or obligation.

8. Nominative

In English degrees of negative politeness (or at least formality) run hand in hand with degrees of noisiness; that is associated with the noun end of the continuum.

e. Readers Other Wants Of Hearer's

A final strategy of negative politeness in offering partial compensation for the face threat in the FTA by redressing some particular other wants of listener's.

9. Go On Record as incurring a debt or as not indebting hearer.

It means that speaker can redress a FTA by explicitly claiming his indebtedness to listener, or by disclaiming any indebtedness of listener, by means of expression such as the following, for requests, I'd be eternally grateful if you would.

D. Off-Record

This strategy uses indirect language and removes the speaker from the potential to be imposed. Even if the speaker decides to say something, the speaker does not actually have to ask for anything. Yule, 1996 stated that the types of statements are not directly addresses to the other. 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. Therefore if a speaker wants to do an FTA, and chooses to do it indirectly, he must give the hearer

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some hints and hope that the hearer picks up on them and thereby interprets what the speaker really means (intends) to say.

2.1.4 Factors influence the use of politeness strategy

The employment of politeness strategy is influenced by several factors. According to Brown and Levinson (1987) 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 adventages. 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 positive face is not threatened by the speaker because it can be seen for their mutual shares.

Example: *Let's get on for 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 variables and thus to a determination of the level of politeness, according to Brown and Levinson in Rahardi (2005) there are three dimension to determine the level of politeness. Among them are relative power (P), social distance (D) and size of imposition (R)

a. Relative power

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Power (P) is the general point is 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 listener. These types of power are most found in obviously hierarchical setting, such as courts, the military, workplace.

Example: you would probably be more polite about conveying to your employer because she or he always arrives late, than in conveying to your brother. This is because 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 based on the symmetric relation between the speaker and the listener.

Example: you feel close to someone or you know him well because he is similar in terms of age or sex, then you will get closer 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. On the contrary, you will employ polite utterance when you interact with person whom you have not known well, such as person who is older than you.

c. Size of imposition

Size of imposition (R) can be seen from the relative status between one speech acts to another in a context.

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For example: borrowing a car in the ordinary time will make us feel reluctant, but in urgent situations it will natural. Thus, in the first context we will employ polite utterance. Meanwhile, in the second context it is not necessary to employ polite utterance because the situation is urgent.

2.2 Previous study

There are some researchers who have conducted the study on positive politeness related to politeness strategy. Belongs to Yuni Murliati (2013) entitled *"Politeness Strategies used by George Milton in John Steinbeck's Of Mice and Men"*. She intended to know how the politeness strategies used by George Milton in his directive utterances in Steinbeck's *Of Mice and Men* and the reasons why certain politeness strategies used by George Milton in his directive utterances. She used the theory of Brown and Levinson of four categories of the politeness strategies and also two factors why the speaker chooses certain strategy based on Brown and Levinson theory to analyze the data.

The second one belongs to student of English Department of Faculty of Humanity in Airlangga University done by Nurul Hidayati (2007) entitled *"The study of politeness strategies in mixed-sex conversation".* Studied the politeness strategies concerned in mixed-sex conversation which are applied in SKI and UKMKI, the paper employs Brown and Levinson Politeness theory to classify the utterance produced by the participants in order to generate interpretation about power and the notion of "face" between men and woman. The study also applies the theory about

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discourse and ideology to see the politeness strategies in mixed-sex conversation as the practice of ideology in SKI and UKMKI. Analysis and discussion of this study point two key findings. First, male participants prefer to use positive politeness strategies.

The third is the study conducted by Puspitorini, (2004) analyzed politeness and gender. The title is *"the similarities and differences of politeness strategies used by male and those used by female student of Tourism Department Airlangga University in making Request"* the research tried to find out the differences between male and female student in making request. The study found that female students were more positive polite, because the request were highly elaborated on positive politeness, whereas the man were relatively negatively polite.

1.2.1 Comparison

This part used to show the similarities and differences of this study and those previous studies.

The similarities of this study with those previous studies, all of them used qualitative approach as the data, and politeness strategy as the topic that analyze. And also this study and those previous studies used the theory of politeness strategy by Brown and Levinson.

The differences are, those previous studies analyze using four categories of politeness. That is positive politeness, negative politeness, bald on record and off record. Than this study just focuses on positive politeness strategy that used by the main characters in Divergent movie.

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