CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

In this chapter, the study is presented by giving some brief explanations and discussions on the theories used in analyzing the data in this study. This chapter is divided into some sub topics, which are: Pragmatics, FTA (face threatening Act), politeness strategy, and Factors influencing the choice of positive politeness

2.1.1 Pragmatics

According to Levinson (1985:21) Pragmatics is the study of the relation between language and context that are basic an account of language understand. Studying language cannot be separated from the situation which is the speech is uttered. There s close relation between an utterance and situations. Thus, pragmatics includes the relevant context or situation, instead of the language usage.

Meanwhile, Yule (1996:3) 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 means in the particular context and how the context influences what it said.

Based on the definition above, it can be conclude that pragmatics is the study of meaning based on the context. It means that when we want to understand the meaning of the utterances we must see the context when the utterances are utters by the speaker.

2.1.2 Face

According to Brown and levinson (1987:61) Our nation of face is derived from that Goffman (1967) and from the English folk term, which ties face up with notions of being embarrassed or humiliated or "losing face". Thus, face is something that is emotionally invested, and that can be lost, maintained, or enhanced and must be constantly attended to in interaction. In general, people cooperate (and assume each other's cooperation) in maintaining face in interaction. That is normally everyone's face depends on everyone else's being maintained, and since people can be expected to defend their faces if threatened, and in defending their own to threaten others face, it is in general in every participant's best interest to maintain each other face, that is to act in ways that assure the other participants that the agent is heedful of the assumptions concerning face given under above. Therefore the components of face define to:

A. Positive face

Positive face is the positive consistent self image or 'personality' (crucially including the desire that this self-image be appreciated and approved of) claimed by interactants". (Brown and Levinson 1987:61). This kind of face is related to the wish to be liked, to be recognized as the same member of a group and to easily can share opinions. Positive face is related to one of politeness strategies known as positive politeness.

B. 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 action and freedom from imposition"

2.1.3 FTA (face threatening Act)

According to Brown and Levinson, a face threatening act (FTA) is an act that in herently damages the face of the hearer by acting in opposition to the wants and desires of the other (1987). There are many motives for the speaker to do FTA to the hearer's face. For example, the prime reason for bold record usage is the speaker wants to do FTA with maximum efficiency, where it necessary to not minimize the hearer face in case or urgent or desperation. However, doing FTA may damage the hearer's face and could make H feel offended. Thus politeness strategies are developed for the main purpose to save the speaker's face or the hearer's face. In short, the politeness strategies are used to minimize the FTA and maintain the relationship. But the way to convey it may different die to the distance (D), power (P), and ranking of imposition (Rx). Brown and Levinson (1987). It means that the way people to choose a certain strategies influence by those factors. Brown and Levinson (1987) formula the factors of seriousness the FTA are influenced by D is the values that measures the social distance between the speaker (S) and the hearer (H). P is a measure of the power that the H has over the S, Rx is a value that measures the degree to which the FTA is rated an imposition in that culture which makes her friend feel comfortable. While with someone who has higher position, Power (P) is great because the Hearer (H) is eloquent, powerfull and influential to the Speaker which implies that she is powerless to influence the hearer.

The phenomena above indicate that the degree of relationship has important part influence them to use the certain politeness strategies. It also implies that it is necessary for the speaker and the hearer to be aware of the usage certain politeness strategies in appropriate condition and situation to maintain the relationship in social interaction.

2.1.4 Politeness Strategies

Politeness is a system of interpersonal relations designed to facilitate interaction by human interaction by minimizing potential conflict and confrontation inherent in all human interchange (Yule, 1996:106). 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 and expects everyone else to recognize (Yule, 1996:134).

Politeness strategies are used to formulate messages in order to save the hearer's face when face-threatening act are predictable. Politeness strategies are the strategies to save the Hearer's face and maintain the relationship in social interaction. (Brown and Levinson 1987) outline four main types of politeness strategies, they are: bald on-record, negative politeness, positive politeness, and off record.

a. Bald on Record

Bald on record strategy usually do not attempt to minimize the threat to the hearer's face, although there are ways that bald on record politeness can be used in trying to minimize FTAs implicitly. Often using this strategy will shock, embarrass and makes the hearers feel uncomfortable where the speaker does not know them or does not recognize them very well. Nevertheless, this strategy is commonly utilized with people who know each other very well and also very comfortable in their environment, such as close friend or family. There are two strategies of Bald On-Record, they are:

1. cases of non Minimization of the Face Threat

The speaker provides no effort to minimize threats to the hearer's face. Sometimes, it is essential no face redress, in case of great urgency and desperation. Redress would actually decrease the communicated the urgency, for instance: *Watch out !*. the example shows that the speaker does not care about the hearer's face because it is used in case of emergency.

2. Cases of FTA oriented bald on record usage

It is assumed that this strategy is oriented to the hearer's face so that the hearer will be especially preoccupied. It is usually used in welcoming farewells and offers: examples are "*come in*", *I'm free. "I have no plan for Saturday night*". These examples can be associated as an offer or an invitation so that the hearer feels unwilling toward those.

B. Positive politeness strategy

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 or her wants, interest, needs and goods)

Brown and Levinson (1987) stated that 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 strategy is used by the speaker to show solidarity and make close relationship withthe hearer. Therefore, the speaker can redress the FTA on the hearer.

In this case the speaker needs to notice the noticeable changes, remarkable possessions or anything that the hearer wants the speaker to approve and realize.

Example: Goodness, you cut your hair! By the way, i come to borrow some flour.

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

Showing the interested, approval and sympathy, the speaker can use exaggerative intonation, stress, or other aspect of prosedics, such as really, for sure, exactly, and absolutely. (Brown and Levinson 1987)

In this strategy the emphasis are on the intonation, stress and other aspects of exaggerate. This strategy usually uses intensifying modifier such as fantastic, incredible, extraordinary, marvelous and so on.

Example: How absolutely marvelous!

3. Intensify interest to the hearer in the speaker's contribution

Another way for the speaker to communicate to hearer is to intensify his interest to the conversation. The speaker tries to put the hearer into the middle of the events being discussed so that he can get his hearer's interest through his story. It can also said that when the speaker puts the heare's into the speakers conversations or story, he is increasing his intrinsicinterest.

Example: i come down the stairs, and what do you think i see

4. Use in groups identity markers

(Brown and Levinson 1987) argued that the speaker can claim the common ground with the hearer by conveying in group membership. These include in group usage of adress forms, of language or dialect, of jargon or slang, and of contraction.

In this strategy the solidarity of the people can be seen because they are approved as the same members of a group. In this case the approval identity of the members can be seen through address form, language or dialect, jargon or slang and ellipses that they use.

a) Adress forms

Adress form that are used to convey such in-group membership include generic names and term of adress like *mate*, *buddy*, *honey*, *dear*, *duckie*, *mom*, *brother*, *sister*, *cuty*, *sweetheart*, *guys* and *fellas*.

Example : Come here Mate!(Brown ang Levinson 1987)

b) Language of 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)

Brown and Levinson, 1987)

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 hearer share an (in-group) rellance 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*

Means would you.

d) Contraction and ellipsis

The speaker can share the common ground with the hearer by using uncompleted sentence on his utterance.

Example: Mind if i smoke (Brown and Levinson 1987)

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

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 proceeding hearer has said, in conversation.

6. Avoid disagreement

This strategy deals with how someone prefers to avoid disagreement by pretending to agree with hearer which is known as token agreement rather than showing the disagreement directly.

White lies also involved in this strategy. It is when "speaker prefers to lie when confronted with the necessity to state an opinion rather than damage the hearer positive face" (Brown and Levinson, 1987). Another terms that also involved is hedging opinion. Hedges are used to avoid a precise communication and as markers of metaphors (a figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable). a) Token agreement

(Sacks 1973) quotes by (Brown and Levinson 1987) argued that someone can hide the disagreement by twisting his utterances, it can be done by saying "yes...but" it is better than a blatant, such as by saying "No"

b) Pseude – agreement

The speaker uses than as a conclusory marker, it becomes an indication that the speaker is drawing a conclusion to a line of reasoning carried out couperatively with the adressee.

c) White Lies

A further output of positive politeness desire too avoid disagreement is the social "white lie". Here the speaker is better to say the lie to his hearer than demage the positive face of his hearer in hiding the disagreement.

d) Hedging Opinion

The speaker can choose to be vague about his own opinion of the speaker is marked by *sort of, kind of, or in a way*

7. Presuppose/ Raise/ assert common ground

This is where the speaks as if he was the hearer or his knowledge is same as the hearer's an example is the use of question tag question with falling intonation, another example can be seen in cases where in giving empathy or someone asserts what only thehearer can know, it is for showing that the hearer can know, it is for showing that the hearer is a central of the conversation This strategy highlights the friendship as a cause of the quality time that is spent by the speaker and hearer. This strategy can be done through small talk, point of view operations, personal centre, time, place switch, avoidance of adjustment of reports to hearer's point of view and presupposition manipulation.

8. Joke

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

Joke is also useful in maintaining friendship. It is a way to share experience or knowledge through fun situation. "Joking is a basic positive politeness technique, for putting hearer 'at ease'. (Brown and Levinson 1987). It is also can minimize the face threatening act of requesting.

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

- 9. Assert/ presuppose speaker's knowledge of and concern for hearer's intention (Brown and Levinson 1987) argued that to indicate that he 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 request and offering something to the hearer in order to make the hearer accept that request.
- 10. Offer, promise

(Brown and Levinson 1987) stated that "offers and promises are the natural outcome of choosing this strategy; even if they are false they demonstrate speaker's good intentions in satisfying hearer's positive face wants".

In the case, whatever the speaker really fulfils his or her statements or not, he or she already made the hearer satisfied.

Example: I'll come to your house sometime.

11. Be optimistic

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

In this strategy the speaker must be sure that his or her want is also the same as the hearer want, so that a good cooperation can be created among them. Both speaker and the hearer can share mutual interest.

Example: Don't you mind to help me eat this white chocolate, do you?

12. Include both speaker and hearer in the Activity

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

This strategy deals with the term inclusive "we" which means that "you" and "me", or n other word the speaker and hearer are involved in the same activity.

Example: let's go to the wedding party !

13. Give or Ask for reason

According to (Brown tand Levinson 1987). 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.

In this strategy the speaker explain the reason why she/he wants what he or she wants. It is related to the helping term that is a way for showing what helped is needed.

Example: why don't we go to the beach?

14. Assume of assert reciprocity

(Brown and Levinson 1987) stated, " the existance of cooperation between the speaker and hearer may also be claimed or urged by giving evidence of reciprocal rights" its mean 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 (Sympathy, Understanding,, and Cooperation)

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

In this strategy, the speaker tries to satisfy the hearer's want by giving his/her something that he/she want, helping to solve her/his problem and understanding his/her situation. This strategy is used to increase solidarity and human relations among the speaker and hearer. Example: Hey, look at me, if there is a will there is a way, so don't give up.

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. Thought distancing styles like apologies. For the reason, sometimes the speaker is humbling. Not showing off, and being formal, and restraining him/her self. This strategy might cause some social distance or awareness in the interaction. Therefore, the tendency to use of negative politeness is the speaker is aware of and respects the social distance between him/her and the hearer.

1. Be Direct

The strategy involved is:

Strategy 1 : Be conventionally indirect

2. Don't presume / Assume

The strategy involved is :

Strategy 2 : Question and Hedges

3. Don't coerce Hearer

The strategies involved are:

Strategy 3 : Be pessimistic

Strategy 4 : Minimize the imposition

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

The strategies involved are:

Strategy 6	: Apologize
Strategy 7	: Impersonalize Speaker and Hearer
Strategy 8	: State the FTA as general rule
Strategy 9	: nominative

5. Readers Other Wants of Hearer's

The strategy involved is:

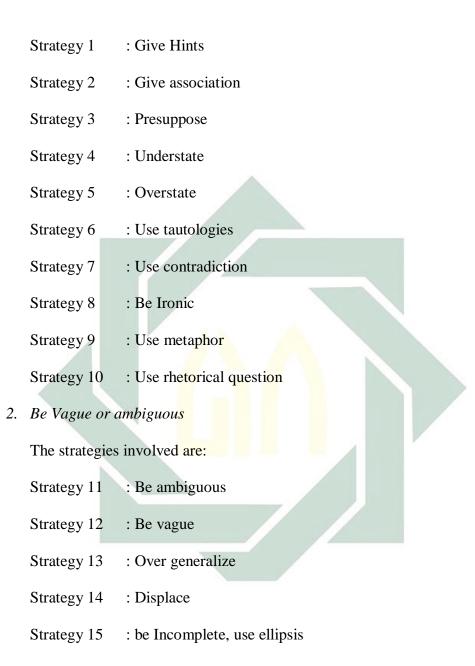
Strategy 10 : Go On Record as incurring a debt or as not indebting Hearer.

D. Off-Record

The final politeness strategy outlined by Brown and Levinson is the Off-Record strategy or the indirect strategy. When the speaker chooses this strategy, it means that she or he is trying to avoid the direct FTA towards the hearer. This strategy uses indirect language and removes the speaker from the potential to be imposing. For example, a speaker is using the indirect strategy might merely say "wow, it's getting cold in here" insinuating that it would be nice if the listener to do so. There are fifteen strategies of Off-Record:

1. Invite Conversational Imprimaturs

The strategies involved are:



2.1.5 Factors influence the use of politeness strategy.

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 positive face is not threatened by the speaker because it can be seen for their mutual shares.

For example: let's get on dinner

The example above shows that 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 Rihardi (2005:68) 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

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 listener. These types of power are most found in obviously hierarchical setting, Such as courts, the military and workplace. For 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.

For 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 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.

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.

2.1.6 Sense and Sensibility Movie

When Mr. Henry Dashwood dies, leaving all his money to his first wife's son John Dashwood, his second wife and her three daughters are left with no permanent home and very little income. Mrs. Dashwood and her daughters (Elinor, Marianne, and Margaret) are invited to stay with their distant relations, the Middletons, at Barton Park. Elinor is sad to leave their home at Norland because she has become closely attached to Edward Ferrars, the brother-in-law of her brother John. However, once at Barton Park, Elinor and Marianne discover many new acquaintances, including Colonel Brandon, and John Willoughby, who rescues Marianne after she twists her ankle running down the hills of Barton in the rain. Willoughby very openly and unabashed to Marianne, and they are falling in love each other until Willoughby suddenly says that he must go to London on business, and must leave Marianne. Marianne feels sad to hear that, Meanwhile, Anne and Lucy Steele, two recently discovered relations of Lady Middleton's mother, Mrs. Jennings, arrive at Barton Park as guests of the Middletons. Lucy introduces herself to Elinor and informs her that she (Lucy) has been secretly engaged to Mr. Ferrars for a whole year. Elinor assumes that Lucy is referring to Edward's younger brother, Robert, but she is shocked and pained to know that Lucy is actually referring to her own beloved Edward.

In Volume II of the novel, Elinor and Marianne travel to London with Mrs. Jennings. Colonel Brandon informs Elinor that everyone in London is talking of an engagement between Willoughby and Marianne, though Marianne has not told her family of any such attachment. Marianne is anxious to be reunited with her beloved Willoughby, but when she sees him at a party in town, he ignores her and then sends her a letter denying that he ever had feelings for her. Colonel Brandon tells Elinor of Willoughby's history, and Mrs. Jennings confirms that Willoughby having engaged to the wealthy heiress Miss Grey. Marianne more fells sad hear all of that.

In Volume III, Lucy's older sister reveals the news of Lucy's secret engagement to Edward Ferrars. Edward's mother is shocked hear that. Meanwhile, the Dashwood sisters visit family friends at Cleveland on their way home from London. At Cleveland, Marianne develops a severe cold while taking long walks in the rain, and she falls deathly ill. Upon hearing of her illness, Willoughby comes to visit, attempting to explain his misunderstanding and seek forgiveness. Elinor pities him and shares his story with Marianne, who finally realizes that she behaved imprudently with Willoughby and could never have been happy with him anyway. Mrs. Dashwood and Colonel Brandon arrive at Cleveland and are relieved to learn that Marianne has begun to recover. When the Dashwoods return to Barton, they learn from their manservant that Lucy Steele and Mr. Ferrars are engaged. They assume that he means Edward Ferrars, and are thus unsurprised, but Edward himself soon arrives and corrects their misunderstanding that Lucy was merried with Robert, not himself. Thus Edward is finally free to propose to his beloved Elinor, and not long after, Marianne and Colonel Brandon become engaged as well. The couples live together at Delaford and remain in close touch with their mother and younger sister at Barton Cottage.

2.2 Previous study

There are some researchers who have conducted the study of politeness strategy. The first one 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 result of the research shows that there are some commands, requests and suggestion, which include in four categories of Brown and Levinson theory, used by George Milton in his directive utterances. George's choice of certain strategy to deliver his directive utterances was mostly influenced by the situation and the hearer's condition. The second study is by Duwi Porwita Sari the students of Airlangga University entitled *The politeness strategy used by The host of Empat mata to his female guests*. In her thesis, the writer wants to investigate the politeness strategies in Empat Mata talk show which is related to language and gender and also gender and media. In her thesis the writer uses qualitative as the method of the study that it is the best method to analyze the interaction between the host and his female guests. The writer analyzed the conversation according to four types of politeness strategy. They are: Bald on record, positive politeness, negative politeness and also off record.

The third studies is by Ika puspita wati, student of University Airlangga entitled Politeness strategies used in the" Today's Dialogue" talk show. In her study, she was conducted in order to figure out the politeness strategies behind the utterances by the conversant in Today's Dialogue talk show, and then selected one of the episodes.

2.2.1 Comparison

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

The similarities of this study with those previous studies, both of them used politeness strategies as the topic of the research. And also this study and those previous studies used theory of politeness strategies by Brown and Levinson.

The differences are, those previous studies used Talk show as source of the data. This study used movie as the source of the data. And those previous studies analyze using four categories of politeness. That is Positive politeness, negative politeness, bald on record and off record. While this study just focuses on Positive politeness strategies that used by Female character in "Sense and Sensibility" movie Elinor Dashwood.

