

CHAPTER II

REVIEW OF LITERATURE

This chapter discusses theoretical framework, including sociolinguistics, greetings and characteristics of greeting. Then, it discusses about relevant theories. The last part, it discusses about previous studies.

2.1 Theoretical Framework

2.1.1 Sociolinguistics

Society and language are two important components which influence in linguistics. In linguistics, the relationship between language and society called sociolinguistics. A lot of linguists might describe themselves as sociologists, but the people who call themselves sociologists may have rather different interests from each other and they may use very different methods for collecting and analyzing data. Therefore, there are some linguists who explain about sociolinguistics. Sociolinguistics is a very broad field, and it can be used to describe many different ways of studying language (Meyerhoff, 2006: 1). Language can be learned and it is depend on the society how the way they can develop the language. Trudgill (1974) said that sociolinguistics is that part of linguistics which is connected with language as a social and cultural phenomenon. It means that language is not only social phenomenon but also cultural phenomenon, each society has their own culture.

Another definition is given Holmes (1992: 1), he said that sociolinguistics is the study of the relationship between language and society. In the same definition, sociolinguistics is the study of the relationship between language and society, or the various functions of language in society (Wardhaugh, 1998). Then, sociolinguistics is also the study of the correlations between language use and social structure (Coulmas, 1998). Sociolinguistics is the scientific study of the relationships between language and society (Van Herk, 2012).

All of the definition about sociolinguistics above are same point that sociolinguistics talks about society, language and relationship between society and language. According to Wardhaugh (1998), the relationship between language and society can be explained that social structure may influence or determine linguistic structure; linguistic structure may influence or determine social structure; and language and society may influence each other (bi-directional influence).

2.1.2 Greeting

Every human society has various forms and ways of greeting. There are some definitions from different experts to identify greeting, yet there is no single best definition recognized. Greetings are important conversational routines in the negotiation of social relationship and they are constrained by common social factors (Wei, 2010: 58). Wei also explains that greetings are linguistic routines concerned with politeness in social interaction. Wei's statement has a relation with Firth's view, Laver says that greetings as conversational routines are part of

the linguistic repertoire of politeness (Firth, 1972: 29-30). Lungstrum (1987) said the form of greeting that was used by people will indicate special social reference to the status of the speaker and addressee, the period of the meeting and the degree of friendliness. Greetings are also an important part of the communicative competence necessary for being a member of any speech community (Duranti, 1997: 63).

According to Akindele (2007: 3) said that greeting can be described as the exchange of expressions, pleasantries or good wishes between two people or group interacting for the purpose of fulfilling social obligations or for the purposes of establishing interpersonal relationship. The other definition is given Ilongo (2013: 23) said that greeting is phenomenon that must occur between two person or between a person and group visible to each other, and this could take place anywhere be it out on the road, at work, in a shop, at the coffee shop, at the drinking bar, at meetings, at home, at functions, and so on.

Based on the definitions above, the writer can take the conclusion that greeting appears from people utterance with exchange of expression in daily conversation which is formed from polite language and making positive face by talking about the condition and situation between individual or group of people where communication is taking place.

2.1.2.1 The Characteristics of Greeting

According to Duranti (1997: 67-71) analyzed that there are six characteristics to identification of greetings in the speech community.

(1) Near-boundary occurrence: greetings are routinely expected to occur at the beginning of social encounter, although they may not always be very first words that are exchanged between parties. (2) Establishment of a shared perceptual field: Greetings either immediately follow or are constitutive of the interaction, public recognition of each other's presence in the same perceptual field, as shown by the fact that they are usually initiated after the parties involved have signed each other. Bach and Harnish's view of greeting is as a universal expression of attitudes or feelings. (3) Adjacency pair format: Adjacency pair structure makes sense if greetings are exchanges in which participants test each other's relationship. (4) Relative predictability of form and content: A greeting or part of a greeting exchange is highly predictable compared to other kinds of interactions, researchers have often assumed that greetings have no propositional content and their denotational value can be largely ignored. (5) Implicit establishment of a spatio-temporal unit of interaction: The occurrence of greeting defines a unit of interaction. That the "unit" is something more complex than a continuous stretch of time (e.g., a day) is shown by the fact that two people meeting in two different places during the same day may in fact exchange greetings again. (6) Identification of the interlocutor as a distinct being worth recognizing: The occurrence of greetings and the ways in which they are carried out typically identify a particular class of people.

The aspect of greetings can be concluded in three ways such as first it should be made clear that information is exchanged in human encounters regardless of whether there is talk. Second, the occurrences of certain routine and

highly predictable questions and answers during greetings do not imply that the parties involved do not exchange some new information. Third, whether or not the participants are interested in the information that is being exchanged should not be an empirical question and not an unquestioned assumption.

Syntagmatic-ally, a greeting item (e., English “hello”, “hi”, “hey, how are you doing?”, “what’s up?”) might be accompanied by address terms or other context-dependent and context-creating signs that identify participants as belonging to social groups of various sorts. Paradigmatically, the use of greetings (as opposed to their absence) identifies a group of people as members of the class of individuals with whom we communicate in public or public areas.

2.2 Relevant Theories

According to Wei (2010: 58-59) explained that Brown and Levinson have not discussed greetings in their framework in detail. However, some linguistic researchers find it difficult or inappropriate to put greeting strategies into the above categories. Some of them try to analyze greeting strategies in other ways such as categorizing greetings into deference greetings and solidarity greetings. But Brown and Levinson’s framework can be applied to the categorization of greeting strategies with some modification as bald on record greeting, negative greetings, positive greetings and off-record greetings.

First, Bald on record greeting is starting a conversation without greetings, as in many short conversations with short intervals between family members, colleagues or friends. It is also used when the maxim of efficiency overrides the

maxim of politeness, for example: A: Hey, we're late. B: Let's hurry. A: They are coming! Get away through the back door. B: Yeah.

Second, Negative greetings are those usually with regressive action directed towards the hearer's negative face. This strategy is frequently used when addressing someone whom the speaker does not know or does not know well. For example; 'Excuse me, are you Professor Jones?'. The expression 'excuse me' can be considered to be a negative regressive greeting expression directed towards the hearer's negative face, i.e., the want to be free from intrusion.

Third, Positive greetings are those directed towards the hearer's positive face. They are used to please the hearer to a certain degree. For example: "I have heard a lot about you". "You do look very well". "You look very smart today!".

Fourth, Off-record greetings are those used between intimate friends to enhance solidarity or to create a humorous language environment. They are realized through teasing, irony or in seemingly impolite ways. For example: A: Still alive? B: Alive and kicking.

2.3 Previous Studies

There are some of previous studies is taken as the reference such as:

1. Wei, Li. *The Functions and Use of Greetings*. Canadian Social Science. Vol. 6, No. 4, 2010, pp. 56-62

Wei (2010: 56-62) explained about the most important functions of greetings in different social contents. Wei's article explained the greeting in two scopes such as first, pragmatic: greetings as illocutionary speech acts according

Austin's Speech Act Theory. Second, sociolinguistic: greetings as linguistic routines of politeness. This article examined the use of greetings in actual social interaction and social factors that affect the choice of greetings in terms of Laver's framework. Wei's article also explained that Brown and Levinson (1978) have attempted to analyze the functional application of politeness to the performance of FTAs (Face Threatening Acts) in order to claim politeness phenomenon as universals in language use.

The shortage of Wei's article that it does not explain clearly of each theory between greeting in Austin's speech act theory and greeting in Brown and Levinson's theory. The overbalance of Wei's article that this article explains the comparison between greeting in pragmatic and greeting in sociolinguistic. This article has the similarity and difference with this thesis. The researcher takes Wei's article as her references and the similarity is in the theory Brown and Levinson's theory to analyze greeting in sociolinguistic approach. However, the difference with this thesis that Wei's article focuses in two scopes between greeting in pragmatic and greeting in sociolinguistic, but this thesis just focuses on greeting in sociolinguistic approach.

2. Yan, Xia.(2010). *Politeness Strategies in English Adjacency Pairs. A Gender Differentiated Study on Greetings, Compliments and Directives.*

Yan, Xia (2010: 2) investigated about to find out whether and how the concept of gender may influence people's choices of politeness strategies in face-to-face conversations, especially in adjacency pairs as found in greetings,

compliments and directives. Xia's thesis analyzed only in adjacency pairs. She used quantitative method. The result showed that degrees of formality vary, females and males use almost the same positive politeness to show the goodwill to friends. The only slight difference was that men are sometimes likely to use a more casual and humorous way to initiate a greeting.

Yan's thesis has similarity and difference with this thesis. The similarity can be shown by analysis that greeting can be influenced by gender. However, the difference that Yan's thesis focuses on three studies such as greetings, compliments and directives, but this thesis focuses in greeting.

3. Omar, Muhammad & Ameen, Ahmad H. *Greeting Patterns in Jordanian Arabic*. Vol.12, November 2012. pp. 419-426

Omar and Ameen (2012: 426) applied their research in sociolinguistic phenomenon and confirm that patterns of greeting have a prominent role in enhancing and promoting relations among people. In Jordan, they are very important and the importance is embodied in many expressions and forms that are used for greeting. These expressions are different types and they are formed in various ways. Omar and Ameen's thesis analyzed greeting in Jordan Arabic for spoken conversation.

Omar's thesis has similarity and difference with this thesis. The similarity can be found in the type of greeting, for example: morning/evening greeting. Some of greetings also have same analysis to find out about the influenced gender in greeting. However, both thesis have the difference in the theory which

used to analysis. Omar's thesis analyzed all types of greeting in Jordania Arabic, but this thesis focuses on Brown and Levinson's theory.

Based on the result of the study above, the greeting has relation with politeness and positive face. The expression of greeting can used in different types and formed in various ways depend the speakers use its greeting.