CHAPTER II

REVIEW OF RELATED LITERATURE

In this study, the writer finds to type of request strategy that used the main character in " The Devil Wear's Prada" Movie. She uses request theory and the expression of request strategy. The writer explains the important theories and theatrical framework which are relavant with her study. In this part the writer will explain in brief about speech act, Request and Politeness strategy. The theories can help the writer solve her problem.

2.1 Speech Act

a. Definition of Speech Act

People can produce utterance which contained grammatical structure word, symbol or sentence. In other side, people also produce performance act action through these utterances. Searle stated the unit of linguistic communication is not, as it has been generally supposed, the symbol, words or sentence, and even. The token of the symbol word or sentence or even the token of the symbol, word or sentence, but rather the production or issuance of the symbol or word or sentence in the performance of the speech act (Huong, 2012: 72). Yule (Huong, 2012: 72) also explain speech act is defined as an action that is performed tovia an utterance. Based on the opinions above, the speech act can be performed act by speaker in uttering a sentence. The functions of the speech act itself is to state the speaker's intention to the hearer.

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According to Austin (Levinson, 1983: 236), on any occasion the production of utterance will involve three acts which when someone says something, he or she is also doing something at the same time. For the reason she proposes three kinds of act, they are:

1) Locutionary act is involved the uttering of words that is uttered by a speaker and it contains the speaker's verbalized message.

2) Illocutionary act is some function the speaker that is performing in relation to his or her utterance. Illocutionary act is also explained the power or intention behind the words that is uttered by the speaker. It indicates the speaker's purpose in saying something. The speaker's expression can be in the form of statement, offer, promise, request etc.

3) Perlocutionary act is the effect on the feeling, thought and action that illocutionary act is intended to have on the hearer.

In other words, locutionary acts are the simple act of words and the meaning of words which are spoken by the speaker. Illocutionary act is what is done speaker in performing act utterances. Perlocutionary act can say the effect of speaker's saying.

b. Direct and Indirect Speech Act

1) Direct Speech Act

A direct speech act is approach the distinguish types of speech act that make relation with the basic on structure and a function. A fairly simple structural is distinction between three general types of speech act,

in English by the three basics sentence structure and three general communicative functions. They are: declarative, interrogative and imperative (Basic sentence structure) and three general communicate functions (Statement, question, command or request) Yule (1996: 54). For example:

a. You were a seat bale (declarative)

b. Do you wear a seat bale? (interrogative)

c. Wear a seat bale! (imperative)

According Yule (1996: 54) explains that (a) the hearer wears a seat bale. In (b) situation the speaker asks the question to the hearer wears seat bale or not. The (c) situation the speaker command the hearer to the wears seat bale. We can take conclude the explanation that declarative uses to make statement in direct speech and makes request in indirect speech.

2). Indirect Speech Act

An indirect speech act is approach the distinguish types of speech act that make relation with the basic on structure and function. If in declarative and interrogative in direct speech act are used by command but making request use indirect speech act. For example:

a. Could you turn on the lights?

b. Would you mind turning out the lights?

c. Why don't you turn on the lights?

d. I'd like for you to turn out the lights.

In the case (a-d) speech act perform employing sentence indirect request because they are usedto perform an action other which is the most immediately suggested by their literal meaning. In the (a-d) the speaker makes request information about the ability of the addressee to perform an action. The speaker of (d) is asserting a proposition predicating a desire of the speaker that the addressee perform some action Geise (1995: 8).

When people use indirect speech act, they will be able to create a polite statement. Indirect commands or request are simply considered as gentler or more polite way to express commands better than direct commands. That is why people tend to use indirect speech act better than direct speech act. Meanwhile, in the indirect speech act are often difficult to second language to recognize as the may not necessarily know. Likes "this room a real's mess" might be a request someone to help tidy up to the room or an order to tidy up the room Paltridge (2007: 57).

2.2 Request Strategy

2.2.1 Definition of Request

In a general definition of Searle (1969) about request, it is explain that request specifically as an act which counts as attempt to get hearer to do an act which speaker wants hearer to do, and which speaker believes that hearer is able to do and which is not obvious that hearer (will: 586). Leech (1980) needs request are prevent acts: they express the speaker's expectation of the hearer with regards to prospective action, verbal or

non-verbal. (Blumka- Kulka, House and Kasper; 1988 p11). Request is also about utterance or speech that expresses the speaker wish about something and hearers should perform an action based on the request given by the speaker.

Meanwhile, the act may be a request for non -verbal good and services. A request an object, an action, or some kind service, a request or it can be request for verbal good and services. Whatever, they all involve a request for an action of some kinds from another person (Cited in Marquez Reiter, 2000, p35) .Theory of Blumka- Kulka et al (1989), the request usually includes reference to the request, the recipient of the request and action to be perform. Requests are defined as attempts by the speakers to get the hearer to do something.

The verbs that evoke this category include *ask, order, command, request, beg, plead, pray,entreat, invite, permit,* and *advise*. These verbs differ in the degree to which they mark theintensity of the act (e.g. *I ask that you clean up the room* vs. I order that you clean up theroom) (Searle, 1975). There are certain rules to identify whether a certain speech act can be categorized asthe act of requesting. The rules can be described as follows :

Propositional content : Future act A of H

Preparatory : 1. H is able to do A. S believes H is able to do

2. It is not obvious to both S and H that H will do A inthe normalcourses of events in his own accord.

Sincerity : S wants H to do A.

Essential : Counts as an attempt to get H to do A Geis , 6).

Requests can be made at different levels of directness: direct strategies (DS), conventionally indirect strategies (CIS), and non-conventionally indirect strategies (NCIS). Direct strategies are defined as utterances in which the propositional content of theutterance is consistent with the speaker's intent while indirect strategies are defined asutterances in which the speaker's meaning and the propositional content are not identical. Thus direct strategies convey only one meaning or illocutionary force, while indirectstrategies convey more than one. For direct strategies a speaker's intention is explicit. Incontrast, with indirect strategies his or her intention is conveyed implicitly. Intentions in directstrategies are conveyed more efficiently and unambiguously. The most direct, explicit levelrealized by requests syntactically marked as such, for example, imperatives, or by otherverbal means that name the act as a request, such as performatives andhedged performatives.

There are two types of indirect strategies: one uses conventionally indirect strategiesand the other makes to use of non-conventionally indirect strategies. The latter are known ashints. The conventionally indirect level includes strategies that realize the act by reference tocontextual preconditions necessary for its performance, as conventionalized in a given language. Blum-Kulka, House, & Kasper (1989) describes that in the conventional indirectness, the conventions of propositional content and linguistic form combine to signal requestive force whereas the non-conventional indirectness is in principle open ended, both in terms of propositional content and linguistic form as well as pragmatic force. The non-conventional indirect level realizes the request either by partial reference to the object or element needed for the implementation of the act or by reliance on contextual clues.

2.2.2 Types of Request Strategy

Requests are generally realized in the form of strategies. A request strategy isdefined as the obligatory choice of the level of directness by which the request is realized. Directness is defined as the degree to which the speaker's illocutionary intent is apparentfrom the locution (Blum-Kulka, House & Kasper, 1989: 278). There are three situational variables which affect a speaker's imposition on a hearer: (1) Necessity of the request (how badly a speaker needs to impose on a hearer; greater necessity makes imposition smaller). (2) Ease of carrying out the request (the easier a request is to carry out, the less is the imposition). (3) Cultural differences (people with different cultural background perceive the same request as having different imposition) (Kitao, 1988). The nine expression types of request is classified into three levels: Direct requests, conventional indirect requests, and nonconventional indirect requests. A direct request was indicated in the utterance by grammatical, lexical, or semantic. A conventional indirect request expresses the illocutionary force by using fixed linguistic conventions. A non-conventional indirect request is expressed by speakers making partial reference to the requested act. The level of directness is determined by contextual factors such as power and social distance between the interlocutors, and the degree of imposition involved. In a more formal situation, a speech act involves a high-degree of imposition and is addressed to a person who has more power. In such a

situation, the greater degree of indirectness is required to protect the face of the interlocutor. In contrast, when the speech act involves a low-degree of imposition and is produced for a person in equal relationship, the degree of required indirectness is smaller.There are nine strategies on the types of request in this research by Blum- Kulka theory:

1. **Mood Derivable**

    This is utterance in which the grammatical mood soft the verb signal on the illocutionary force. In this types of the utterance imperative are the grammatical forms of utterance. In most case in English imperative signal that the utterance is an order and is only supposed to be used by a speaker who has power over the hearer otherwise. It can be regarded as impolite depending on the speaker and hearer relations. In this case, this strategy in this least preferred one in English:

    Clean up the kitchen

    Close the door!

    (The verbs, clean up and close, signal the illocutionary force that the speakers ask to hearer to clean his or her kitchen and close his or her door).

2. **Per-formative**

    This is utterance where the illocutionary force is explicitly named. Per- formative verbs used to convey request intentions.

    I am asking you to clean up the mess

    I am asking you not part the car here

(The illocutionary forced explicitly name by the word "asking").

3. Hedged Per-formative

In English Hedged per-formatives are usingan utterance or sentence of requests with per-formative verbs to show polite sentences. This utterance uses to order and request something, however there is using modal verbs and pattern (I would like to) before the naming of the illocutionary. In this type, Hedging Per-formatives is modified by hedging expression.

I would like you to clean up the kitchen

(The naming of illocutionary force, the modified hedging expression "would like to ask".

4. Obligation statement

This utterance is state the obligation of the hearer to carry out the act. Such as, utterance is usually made by some one of a higher status the listener.

You have to clean up the bedroom

You should write your home work.

5. Want statement

This is utterance state the speaker desire, need, demand, or wish that the hearer must carry out. The speaker's intention that the hearer will do an action with the use of relevant modal verb and pattern such as I want / I wish

I really wish you would stop bothering me.

I want you to stop making noise.

6. Suggest Formulae

In this category, the speaker turns a request into a suggestion usually makes in the interest of both the speaker and listener. There is suggestion sentence in this type to do something. This state the speaker's gives suggestion that the hearer must carry out.

How about washing the dishes?

7. Query Preparatory

This category is about the basic form for the speaker for the most explicit realization of a request in English which an interrogative is the central structure. Query Preparatory provides utterance containing reference to preparatory condition such as ability and willingness as conventionalized in any specific language.

Can you bring back the book?

Could you clean the kitchen?

8. Strong Hint

This utterance is used by the speaker who has authority over the hearer. This type explains utterance containing partial reference to object or element needed for the implementation of the act.

You have left the room in a mess.

9. Mild Hint

This utterance makes no reference to the request proper but utterances are interpretable as request by context. Utterances of this type

may be supported by the prosody. Prosody has function as intonation, tone, stress and rhythm. Prosody can reflect various features on the speaker or utterance, the emotional state of the speaker

You have busy here, haven't you?

(the naming of illocutionary force, supported by prosody stress " you have ". Speaker uses " **you have**" to show that listener really busy.)

The nine suggested request strategies in Blum-Kulka (1989) are different in terms of levels of directness. Mood Derivable, Performatives, Hedged Performatives, Want Statements and Obligation Statements belong to Direct Requests. Suggestory Formulae, Query Preparatory, and Consultative Questions are conventionally indirect. Strong Hints, Mild Hints and Sarcastic Hints are categorized as non-conventionally Indirect Requests. They are also employed differently by native and non-native speakers depending on the speaker's preference and cultural values. The cultural relativity of request strategies is also pointed out; members of each culture have mutually share dexpectations in regard to appropriateness of linguistic behavior in various contexts, and differences between the social meanings of culture.

2.3 Politeness Strategy

Brown and Levinson (1978,1987) assert that politeness is ubiquitous as in any interaction people negotiate their roles and try to behave

accordingly in order to maintain each other"s face. According to them, every individual has two types of face: one is positive and the other is negative. Positive face is the want to be approved and appreciated by others i.e. the desire that the self-image be appreciated and approved of by interactants while negative face is the need to be independent, the desire for freedom of action and freedom from imposition.

According to Brown and Levinson (1987), in any casual interaction, there are certain illocutionary acts that impede the speaker"s and hearer"s positive and negative face; thus every utterance represents a potential Face Threatening Act (FTA) either to the negative face or to the positive one. For example, when performing a request, the speaker and hearer face could be maintained or lost since requests are FTA"s as maintained by Brown and Levinson (1987). Hence, people need to employ an array of strategies called "politeness strategies" in order to mitigate interpersonal conflicts and avoid these FTA"s. Brown and Levinson (1987) proposed four politeness strategies to minimize the FTA"s: bald on-record, positive politeness, negative politeness, and off-record indirect strategy.

1. **The bald on-record strategy:**

The speaker does nothing to minimize threats to the hearer's face and reduce the impact of the FTA"s as there is a high level of confidence among speakers being close friends or members of the same family. There are some sub strategies in bald on record, they are:

a. An emergency: HELP!

b. Task oriented or command: Give me the nails!

c. Alerting or warning hearers: Turn your headlights on! (When alerting someone tosomething they should be doing).

2. **The positive politeness strategy:**

The speaker here tries to minimize the distance between him and his hearer by expressing friendliness and group reciprocity and recognizing the hearer"s desire to be respected. Strangers and people who are just starting a relationship tend to use this strategy. Noticing or attending to the hearer's interests, wants, needs or goods: "You must be hungry; it's a long time since breakfast. How about some lunch?"

a) Avoid disagreement

A: "What is she, small?"

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

Assume agreement: "So, when are you coming to see us?"

b) Give (or ask for) reasons: "Why don't you lend us your record player?"

c) Use in-group identity markers: "Come here, buddy."

3. **The negative politeness strategy:**

It recognizes the hearer's face and recognizes simultaneously that the speaker is imposing something on his hearer. Some expressions could be used here such as: I don't want to bother you but …or I was

wondering if … in order to introduce bad news, request a favor or make a comment. The example of the negative politeness is represented below:

a. Be conventionally indirect: "Could you pass the salt?"

b. Minimize imposition: "I just want to ask you if I would use your computer?"

c. Be pessimistic: "Could you jump over that five foot fence?"

d. Impersonalize speaker and hearer: "Give it"

4. **Off-record indirect strategy:**

The speaker tries to avoid the direct FTA by removing himself from any imposition. Examples of off-record or highly indirect strategies include hints, metaphors, etc. A classical example found in Pragmatics books is when someone uses the indirect strategy by saying "It"s getting cold in here". The speaker"s intention is that the listener would get up and close the window without directly asking his/her listener to do so. Off record covers the act indirectly so the speaker cannot be responsible for any specific communicative intent.

a. Give hints: "It's cold here".

b. Be vag gue respon: "Perhaps someone should have been more responsible."

c. Overst tate tonight: "There were a million people in the Co-op tonight."