

Brown and Levinson (1987) stated that FTA or Face Threatening Acts means an act that threatens the positive and negative face of the hearer. For instance, when someone using insult terms such as ‘bastard’, ‘stupid’, and ‘jerk’ to another person is an impingement on his self-image, which causes a threat to the hearer’s positive face, which wants to be appreciated by everyone. When we disagree with someone’s opinion it causes a threat to his positive face, as it means that we indicate that he is wrong about something. Meanwhile, when we request someone to refrain from doing something, it threatens the negative face of the hearer, who expects to have freedom of action. Also, when we ask someone to lend us money, it causes a threat on that person’s negative face as you have imposed yourself on him, that his want to be free from being imposed has been encroached. Therefore, if we do about threaten someone’s positive or negative face, but we do not mean it, then we need to minimize it by applying politeness strategies as suggested by Brown and Levinson, 1987.

2.3 Politeness Strategies

Politeness strategies are strategies used to minimize or avoid the face threatening acts that a speaker makes. According to Brown and Levinson (1987), Politeness strategies consist of Bald on Record, Positive Politeness, Negative Politeness, and Off Record. Bald on record consists of two strategies, positive politeness consists of fifteen strategies, negative politeness consists of ten strategies, and off record consists of fifteen strategies

a. Bald on Record

According to Brown and Levinson (1987), the prime reason for using Bald on Record is when the speaker wants to do the face threatening acts with maximum efficiency more than to satisfy hearer's face, even to any degree. Bald on record has two classes: those where face threatening is not minimized, where face is ignored or irrelevant, and those where in doing the FTA, speaker minimizes face threats by implication. This Bald on Record consists of two strategies (Brown and Levinson 1987) as shown below:

Strategy 1. Cases of non-minimization of the face threat If speaker and hearer both know that maximum efficiency is important, no face redress is necessary. In cases of great urgency or desperation, redress would decrease the communicated urgency. Speaker provides metaphorical urgency for emphasis,

For example: *okay, listen, I've an idea*

Look, the problem is that...

Speaker is powerful and doesn't fear retaliation or non-cooperation from hearer, (S's want to satisfy hearer's face is small) For example: *bring me the food, Bri*

Speaker does care about hearer, so that no redress is required. For example: *Careful She's a bad girl(warning against someone who could threaten him)*

Strategy 2. Cases of FTA-oriented Bald-on-record usage

This strategy is oriented to face. Usually, it is used in 1) welcoming (or post-greetings), where speaker insists that hearer may impose on his negative face, For example: *come in, it's okay, I'm not busy.* In 2) farewells, where speaker insists that hearer may transgress on his positive face by taking his leave, For example: Okay,

I'm stay here, you go. In 3) offers, where speaker insists that hearer may impose on speaker's face. For example: *leave it to me (I'll do it)*

b. Positive Politeness

a. Positive politeness strategies

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 :

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

In this strategy the speaker should take notice or pay attention to the hearer's condition, the speaker should give a response to the hearer's condition. By doing it, the hearer will know and realize that the speaker notices to his condition. This kind of strategy is used by the speaker to show 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?*

Strategy 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! .*

Strategy 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

Strategy 4 : Use in groups identity mar

This strategy by using any of the inn 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.

Strategy 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)

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.

Strategy 6 : Avoid disagreement

There are four ways to avoid disagree...ly by means of token agreement, pseudo agreement, white lies, and hedging opinio...

- 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'.

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), either proximal or distance would be acceptable, seems to convey 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

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.*

Strategy 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, do come!*

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

Strategy 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 so*

Strategy 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?*

Strategy 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 of the listener's wants. Hence we have the classic 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

A person makes negative politeness in order to show that he cares and respects the negative face of his addressee that is the wants to have freedom of action and freedom of imposition. (Brown and Levinson 1987) Someone assures that he doesn't mean to hinder on their freedom of action and imposition by humbling, being formal, and restraining himself. Negative politeness is used to indicate that the speaker is aware and respects the social distance between him or her and the hearer. Negative politeness contains 10 strategies (Brown and Levinson 1987) as seen below:

Strategy 1. Be conventionally indirect

-Politeness and the universality of indirect speech acts, The speaker tries to be indirect, but at the same time wants to go on record so that there can be no misinterpretation of what he means. So, speaker uses an understandable indirect speech acts. For example: *Why (the hell) are you painting your car yellow? (A critical challenge or an innocent question provoked by curiosity)*

means and that the hearer should make some conclusions to find the meaning. If speaker wants to do an FTA indirectly, but wants to avoid the responsibility for doing it, he or she must give hints to hearer and hopes that hearer will interpret the real meaning. Off record consists of 15 strategies (Brown and Levinson 1987) as seen below:

Strategy 1. Give hints

Speaker says something that is not explicitly relevant and invites hearer to search for an interpretation of the possible relevance.

For example: *it's cold in here (c.i shut the window)*

What a hot day (c.i how about a drink?)

Strategy 2. Give association clues

Speaker gives a related kind of implicature by mentioning something related with the act required of hearer, either by example in their experience or by both knowledge irrespective of their interactional experience.

For example: *Are you going to the market tomorrow? (Give me a ride there)*

Have you bought the books in the Cathay shop? (Lend it to me)

Strategy 3. Presuppose

Speaker uses the word again which may implicate criticism because he has done something before and that both speaker and hearer have agreed to share the job. Thus, the word again forces hearer to search for the relevance of the presupposed previous event.

For example: *I washed the car again today (he presupposes that he had done it before e.g last week)*

Strategy 4. Understate

Speaker understates what A: *what do you think of Jim?*

B: nothing wrong with him(c.i I don't think he's very good)

(The Under statement of criticism)

he actually wants to say. In the case of a criticism, speaker avoids the lower points of the scalar predicate, such as: tall, nice, good, and in the case of a compliment, or admission, speaker avoids the upper points.

Strategy 5. Overstate

Speaker exaggerates or chooses a point on a scale, which is higher than the real situation. For example: *There were a million of people in the Co-op tonight! (It could convey an excuse for being late)* You never do washing up (convey a criticism)

Strategy 6. Use tautologies

By uttering a tautology, speaker encourages hearer to look for an informative understanding of the non- informative utterance. For example: Your clothes belong where your clothes belong. My clothes belong where my clothes belong. *Look upstairs!* (Criticism)

Strategy 7. Use contradictions

2. 4 Factors influence 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 for dinner

The example above shows that the speaker can minimize 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 circumstance. Sociological variables And thus to a determination of the level of politeness. According to Brown and Levinson in Rahardi (2005:68) 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

Power (P) in the general point is that we tend to use a greater degree of politeness with people who have more 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 settings, such as courts, the military, 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 is 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 a person whom you have not known well, such as a person who is older than you.

c. Size of imposition

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

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

2.5 Review of Related Studies

The previous study about Politeness Strategies that is quite helpful for this research. Almost 27 years (1987-2014) the theory of Brown and Levinson has been used and applied in many linguistic study and research, especially the study of politeness and any other studies related to linguistic politeness.

The writer will show the similar focus in the study. The first, the thesis titled “The Politeness Strategies used by Sebastian in the film *Cruel Intention*” by Anne Darsono Hadi student of English department of Petra Christian University 2000. In her study, she intends to find out the politeness strategies used by Sebastian when conversing with Kathryn and Annete, the factors for the choice of each strategy and analyze the influence of Sebastian’s relationship with Kathryn and Annette to the choice strategy. The problem of the research is whether Sebastian, the main male character in the film *Cruel Intentions*, uses different politeness strategies or not when conversing with two main female characters in the film; Kathryn and Annete and which strategy is used the most to each character. This problem then, leads to what factors and reasons that affect the usage of each strategy and how Sebastian’s relationship with Kathryn and Annete influences his usage of politeness strategies.

The second *Politeness Strategies Used by Joe and Kathleen in You’ve Got Mail* by Ilena Wongso the student of English department Petra Christian University 2005.

The writer of this study wants to discover what politeness strategies are used by Joe and Kathleen as the main characters when they speaking to each other and find out which strategy is the most used by Joe and Kathleen. Also more importantly, she wants to find out how Kathleen and Joe's relationship influence their choice of Politeness Strategies. In addition, by doing this research the writer will get a better understanding about politeness strategies so it can minimize the misunderstanding or miscommunication between speaker and his or her interlocutors.

Third, The Study of Henry Prasetya In his study, he wanted to find out *The politeness strategies used by Blanche Dubois when used conversing with Eunice and Mitch in William's A Streetcar Named Desired*. The findings showed that Blanche used negative politeness the most when speaking to Eunice and without positive politeness. He thought that Blanche the negative politeness because she wanted to keep the distance between her and Eunice. According to Prasetya, the usage of negative politeness to Eunice was inappropriate because Eunice indicated solidarity by applying positive politeness to Blanche. Furthermore, Blanche used positive politeness when speaking to Mitch. This choice of strategy was appropriate because Blanche loved Mitch, so that the usage of positive politeness could reduce the distance between them. The writer uses this study because it has similarity with her study that is both of them use written

Based on the previous study above, this research has similar study. Politeness strategies but the writer only focuses on Positive Politeness strategies in the same theory that used in this research but has different topic of object. The writer analyzes

the conversation among the characters in the movie *“The Theory of Everything”*. In this research, the writer uses Qualitative method to analyze her research. The writer chooses that previous study to her references because it has some things that relevant with her research.

