CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents some theories related to this research. The aim of these theories is to help the researcher to solve the research problems. The theories cover politeness, apology, and context.

2.1 Politeness

Politeness strategy is one of communication strategy of how to act and speak appropriate to others. We also can say that politeness is a strategy of being polite. Politeness means we are choosing good word, showing respect, and showing awareness to the hearer face. Holmes states that generally speaking politeness involves taking account or concern about the feelings of others (1992). A polite person cares about someone's feeling and makes them feel comfortable.

Politeness strategy has a correlation with "face" because the function of politeness is to save the hearer's face. Brown and Levinson defines "face" as the public self-image that every member wants to claim for himself (1987:61). When we communicate, the hearer shows response to the speaker through their face. This is because face is one of parts in our body which can show feeling and expression. "Face" has two related aspects; they are:

a. Positive face is the desire/wants/need to be accepted, liked by others or to be treated as a member of the same group. It is such as achievements, ideas, or

goals. It shows the solidarity and kinship from the speaker to the hearer. The most common expression of positive face is by showing empathy or sympathy.

For example S   : My dad was hospitalized last night.

          H   : Oh my god, I'm so sorry to hear that.

In the example above the hearer shows empathy by uttering "Oh my god, I'm so sorry to hear that". The response by the hearer shows that the hearer pays attention to the speaker.

b.   Negative face is the desire/wants/need to be independent, to have freedom of action and free from imposition or pressure by others. Negative face needs an interlocutor who can recognize each other's negative face. For example when the speaker says "stop playing" to the hearer. It shows that the speaker limits the hearer's freedom. The hearer must stop playing at that time.

Politeness strategy is a crucial thing in communication. Politeness indicates that we pay attention and respect our interlocutor. Understanding politeness strategy makes us know what the appropriate and inappropriate words to say. We do not want to make our interlocutor feels uncomfortable to communicate with us. The aim of politeness is to avoid problems and to maintain a harmonization with others in the society.

2.1.1 Kinds of Politeness Strategies

Certain speech act can damage or threaten another person's face or as known as Face Threatening Acts (FTA). Brown and Levinson (1987:101) define

there are two kinds of politeness strategy in order to reduce FTAs, they are positive politeness strategy and negative politeness strategy.

1. Positive Politeness Strategy

   Positive politeness strategy is showing awareness for the hearer's face when they are socially close or know each other well. It used to lead the speaker to appeal a common goal and friendship. The speaker minimizes the distance by expressing words that symbolizing their friendship or solidarity.

   For example:

   a. Bro, can I use your phone?

   b. Come to my home tonight, will you buddy?

   The word "Bro" and "Buddy" in the examples above symbolized a deep friendship and solidarity between the speaker and the hearer.

2. Negative Politeness Strategy

   Negative politeness strategy is showing awareness for the hearer's face when they are in the social distance. It used to show that the speaker respects the hearer and recognizes that they are in some way imposing on them. Negative politeness wants to be independent and free from pressure. So, the most typical form includes modal verb. This is because the social distance of the speaker and the hearer.

   For example:

   a. Would you mind lending me one of your pens, please?

   b. I'm sorry to bother you Mr. Andrew, I just wanted to ask you if I could borrow one of those books, please?

The relation between politeness and apology is one of the examples of being polite by apology. Based on the explanation above, apology can consider as positive politeness when the speaker concerns for the hearer's well-being, needs, interests, feelings, and so on. Meanwhile apology can be a negative politeness strategy when the speaker indicates his or her reluctance to impinge on the hearer's negative face.

2.2 Apology

When we make a mistake or offence in a communication, we need to apology. Apology is a word or action of asking forgiveness from the speaker to the hearer for the mistake or offence that they have made, such as hurting and making someone injured, offense someone's feeling or forgetting an appointment. These mistakes can make the relationship misunderstanding and damage.

When we apology, we agree to admit and receive our mistake whether it is intentionally or unintentionally. We take responsibility through apology. The purposes of apology are to solve the problem, avoid the quarrel and restore the damage relationship. Apology must be delivered politely and sincerely. Unfortunately, apologize to others might be difficult for certain people because they think it is shameful to ask forgiveness especially to someone younger or have lower position.

Searle (1969 in Trosborg 1995:373) defines that apology is the effect of paying off the debt from the speaker and compensation for the hearer as the victim for the injury and hurt done by the mistake and offence. Meanwhile, Olshtain and Cohen (in Wolfson and Judd 1983:20) explain that the act of apologizing occurs

when the behavior has been violated social norm and it required an action or an utterance that is intended to "set the right" or to restore the harmonization between speaker and hearer.

According to Trosborg (1995:373), there are three roles that must be involved in an act of apology; they are the apologizer or someone who expresses an apology, the recipient or someone who accepts the apology, and the expression of apology itself. While, Schneider as mentioned in Grigsby (2007:4), defines there are three elements must be involved in apology, they are: the acknowledgement of injury with the acceptance of responsibility, affect which is the feeling of regret or guilty and vulnerability that is the risking of an acknowledgement without excuses.

2.2.1 Apology Strategies

When the speaker performs apologizing act to the hearer, they should employ some apology strategies. These strategies will help them to make apology run well and rebuilt a good relationship that has been broken between the speaker and the hearer. Even though the hearer may choose whether accept or deny the apology.

These apology strategies can be said in simple or complex form. Simple form means the speaker uses one strategy of apology. Meanwhile, complex form means the speaker uses more than one strategy of apology. The choice of simple and complex form of apology strategies depends on the severity of the mistake and offence.

Olshtain and Cohen (in Wolfson and Judd, 1983:22-23) describe five strategies and sub strategies of apology. They are an expression of an apology, an explanation of account of the situation, an acknowledgement of responsibility, an offer of repair and a promise of forbearance. The further explanations are explained below:

1. An expression of an apology

   This is the most common strategy that used by the speaker. An expression of an apology is a strategy to show that the speaker realizes and regret the mistake they have made. This strategy consists of some points, they are:

   a. An expression of regret

      This sub strategy of apology used by the speaker when they realize and feel regret for the mistake they made. For example: "I'm sorry for cancelling our meeting yesterday" or "I regret that I had to postpone our dinner last night" when someone cannot come in an appointment.

   b. An offer of apology

      An offer of apology is a sub strategy used by the speaker to make a bid of the apology to the hearer for the mistake and offence. For example: "I apologize for my mistake" and "Please accept my apologies for breaking your favorite vase".

   c. A request for forgiveness

      This apology strategy is used by the speaker to ask forgiveness from the hearer. The speaker asks to be forgiven because they have done a serious mistake. "Excuse me", "Please forgive me", "Pardon me" and

"I'm begging for your sorry" are the examples of a request for forgiveness.

2. An explanation of account of the situation

An explanation of account of the situation is apology strategy when the speaker explains the situation and reason that causes the mistake happens or an explanation why they do the mistake to the hearer. For example: "The bus was delayed", "The traffic jam was so bad" or "I get up late" is said by an employee for being late to his or her boss.

3. An acknowledgement of responsibility

An acknowledgement of responsibility is an apology strategy chosen by the speaker only when he or she recognizes to responsibility for their mistake. This strategy consists of some points, they are:

a. Accepting the blame

Accepting the blame is sub strategy of an acknowledgement of responsibility that used by the speaker when they admit and accept their mistake. They admit that they made a mistake and willing to responsible. For examples "It is my fault", "I know I make a terribly mistake" and "It is my entire mistake".

b. Expressing self-deficiency

The speaker uses this apology strategy to defend themselves. They make an excuse to cover their mistake and offence. For example: "I was confused", "I was not thinking", "I did not see you" and "I did not do anything".

c.   Recognizing the other person as deserving apology

Recognizing the other person as deserving apology is used by the speaker when they realize that someone deserving an apology. They are showing their responsibility by recognizing their blame. "You are right", "You are right to be angry" and "You deserve my apology" are the examples of this strategy.

d.   Expressing lack of intent

This sub strategy used by the speaker when they are lacks their intent to express an apology. They are not wholehearted apology to the hearer. For example "I did not mean to", "I'm sure it will clean soon" and "I did not do it on purpose".

4. An offer of repair

This apology strategy used by the speaker only if there is physical injury or other damage has resulted by the mistake and offence. The speaker repairs, replaces or does other things as compensation for the injury or damage. For example "I'll pay for the broken vase", "I'll help you get up" or "I'll replace your glasses".

5. A promise of forbearance

A promise of forbearance is an apology strategy when the speaker makes a promise to the hearer not to repeat the mistake any more or at least the speaker avoids the mistake. For example when someone forgets a meeting with friend, he or she might say "It won't happen again" or "I promise I won't be late for the next meeting".

The researcher chooses Olshtain and Cohen (1983) theory to analyze this research because it clearly presents strategies of apology and it can help the researcher to answer the research problems.

2.2.2 The Ways of Expressing Apologies

There are two ways can be used by the speaker to express their apologies, namely direct apology and indirect apology.

a. Direct apology means of an explicit apology uses one of the verbs signaling apology (Trosborg, 1995:376). The verbs of direct apology are "apologize", "be sorry", "forgive", "excuse", "fault" and "pardon". For example: "I'm sorry for hit you" or "Pardon me for this incident".

b. Indirect apology means an implicit apology and occurs when there is an absence of verbs signaling apology and replace by words and sentences to represent their apologies, such as taking on responsibility or offering a repair. For example: "The traffic was so bad", "I'll pay for the laundry" and "It won't happen again".

According to the explanation above, can be concluded that from five apology strategies and sub strategies by Olshtain and Cohen (1983) some of them are direct apology and the other is indirect apology. Direct apology includes an expression of an apology (an expression of regret, an offer of apology, a request for forgiveness) and accepting the blame. While, an explanation of account of the situation, an acknowledgement of responsibility (expressing self-deficiency, recognizing the other person as deserving, expressing lack of intent), offer of repair and promise of forbearance are indirect apology.

2.2.3 Social Functions of Apologies

Generally, the function of apology is to restore and maintain the relationship that has been broken by the speaker's mistake and offence. Although in doing the act of apology, every speaker has different purpose wanting to be achieved. The social function of apology is the specific purposes of apology used by each speaker. Norrick (1978 in Torsborg 1995:378) describes five specific social functions of apology used by speaker.

1. Implicating contrition

    Implicating contrition is a social function of apology used by the speaker when they realize their mistake. They used this function to show the guilty feeling and sadness of mistake they made to the hearer. The speaker also readies to responsible for it.

2. Asking to be forgiven

    Asking to be forgiven is a social function when the speaker realizes their mistake or offence and asks to be forgiven by the hearer. The speaker might do a serious mistake or offence that needs the hearer to forgive them.

3. Showing good manner

    When someone made a mistake, he or she considered negatively by people. This social function of apology is used by the speaker to show a good behavior or manner for their mistake because they do not want to be considered negatively by people.

4. Assuaging the addressee's wrath

The speaker used assuaging the addressee's wrath is function of apology to minimize the hearer's anger. This is because anger is the most reactions of the hearer when the speaker makes a mistake. The speaker makes a serious mistake or hurt feeling that makes the hearer angry.

5. Getting off the hook

This social function of apology is called getting off the hook used by the speaker to minimize the rigidity that usually happened between the speaker and the hearer after the mistake was made. This social function also used to release the situation and restore harmonization between both sides.

2.3 Context

When there is a communication in the society, we have to know the context or background knowledge of it. We cannot judge a communication without knowing the condition when the communication occurs. We have to know the context of a communication because the same utterance in the different situation could have different meaning.

According to Leech (1983:13), context deals with relevant aspects of the physical or social setting of an utterance. It is a background knowledge of the utterances that shared by the speaker and interpreted by the hearer. Cutting (2002:3) thinks the same way, he defines the meaning of a conversation depends on the knowledge shared by both of the speaker and hearer. The speaker utters the message and the hearer interprets the message. He also divides context into three categories:

1. Situational context means the situation when the interaction occurs; the place, the time and the atmosphere of the interaction.

2. Background knowledge context means the cultural or interpersonal knowledge of the speaker and the hearer, such as age, occupation, education, experience and etc. It deals with how well the speaker and hearer know each other.

3. Co-textual context. It refers to the material of conversation.

Malinowski coined two kinds of context, context of situation and context of culture. Context of situation means the environment where the utterance spoken, While, context of culture is the background culture of the speaker and hearer. The background culture can be the people, time, social condition, political background and etc. (Halliday & Hasan, 1985:6).

From the statement above, can be concluded that context is the background knowledge that shared by the speaker and hearer. The speaker delivers the message and the hearer catches and interprets the meaning. The knowledge can be the environment, people, time, place, social condition, political background and etc. We need to understand the context of an utterance in order to understand the real meaning of an utterance. Through context, communication runs well and successful.

2.4 "The Proposal" Movie

"The Proposal" is a 2009 American romantic comedy film directed by Anne Fletcher and written by Peter Chiarelli. It produced by Mandeville Films and

released on June, 19 2009. This film features leading roles Sandra Bullock as Margaret Tate and Ryan Reynolds as Andrew Paxton.

Figure 2.1 Cover of "The Proposal" Movie

Margaret Tate is an executive editor in chief of a book publishing company. She is threatening deportation to Canada because her visa has been expired. In order to avoid the deportation, she blackmails and persuades her assistant, Andrew Paxton, to marry her. Andrew insists that Margaret makes him an editor and publishes the book as compensation and Margaret agrees. The immigration department staff, Mr. Gilbertson suspects they are committing fraud and schedules an interview after the weekend. The couple travels to Sitka, Alaska, to celebrate the ninetieth birthday of Andrew's grandmother and Margaret is welcomed by his warming family.

Over the weekend, she grows closer to Andrew's family who ask her to marry Andrew in their barn, a family tradition in the Paxton family. The tension increases when Mr. Gilbertson appears and charges Andrew for fraud. At the

wedding party, Margaret confesses the truth about the wedding to the Andrew's family and all the guests. They are finally realized that they fall in love with each other. Andrew chases Margaret before she is going to Canada and proposes her for real.