

CHAPTER 2

FRAMEWORK OF THE THEORIES

This chapter discusses the framework of the theories which support the understanding of the problems formulated in Chapter 1. This chapter involves the definition of pragmatics, positive politeness strategy, negative politeness strategy, factors of politeness strategy, and literature review.

2.1 Definition of Pragmatics

According to Yule (1996:3), pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by the listener or (reader). According to Verhaar (1996:14), pragmatics is a branch of linguistic which discusses about what is included language structure as a means of communication between speakers and listeners, and as a reference language signs on things the "extra lingual" that is spoken. Extra lingual meaning is including elements that are outside the language, such as matters relating to meaning, information, context, and utterance. Yule (1996:3), also defines that pragmatics is the study of contextual meaning; it means that in communicating, speakers must pay attention to certain contexts, and how context affects what they said. Leech (1999:6) defines that pragmatics is the study of meaning in relation to speech situation, it means pragmatics is closely related to the meaning of an utterances wherever communication occurs.

From some theories above, pragmatics means the relationship between language and context as a basis for consideration for understanding language. If someone is communicating, there must be utterances that contain the meaning or the intent of the speaker to say that, then how the meaning is interpreted by the listener. Contextual meaning requires consideration of how speakers arrange what they want to say following who they are talking to, where, when and under what circumstances. In pragmatics, this social context is very necessary when communicating with others.

2.2 Politeness Strategy

The relationship between pragmatics and the concept of politeness explains that an understanding of politeness strategies is very necessary in maintaining someone's continuity in communicating. The first politeness principle theory is maxim politeness from Leech (1983:3), in his book entitled "The Pragmatic of Politeness", he defines that politeness is a form of communicative behavior found which very generally in human languages and among human cultures. Politeness has been claimed as a universal phenomenon of human society. To speak in society we should give benefit or value not to ourselves, but to the other person(s). It means when we are communicating, we must use politeness as a basis for speaking. Of course we must humble ourselves and respect others.

According to Brown and Levinson (1987), politeness is the way to convey the utterance as polite as possible which in this case is needed to minimize conflict with others. Politeness is something to be owned by everyone in doing conversation with using appropriate politeness in communication. Therefore, being polite is consists of attempting to save someone's face or self- image. A politeness phenomenon at the same time goes to the foundations of human social life. In addition to their status as universal principles of human interaction, politeness phenomena by their very nature are reflected in language. As in societies everywhere, no matter what their degree or their socioeconomic complexity, show these same principles at work, yet what counts as polite may differ from group to group, from situation to situation, or from individual to individual.

In Brown and Levinson (1987:61), they define the "face" or self-image as 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) is in maintaining face in interaction, such cooperation being based on the mutual vulnerability of face. 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 other's face, it is in general in every participant's best interest to maintain each other's 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. Brown and Levinson (1987), define “face” into two kinds, they are; (a) positive face is the desire that this self-image be appreciated and approved and claimed by others; (b) negative face is to claim territories, personal preserves, rights to non- distraction to freedom of action.

Politeness strategy needs to be understood as a way to avoid conflict. As stated by Brown and Levinson (1987: 22), politeness is comprehended in terms of conflict prevention or avoidance. It means to facilitate interaction between speaker and listener by minimizing the potential for conflict and confrontation in line with the objectives of human communication. Brown and Levinson (1987: 60) state that there are four main types of politeness strategies: (1) bald on-record (as an imperative sentence), (2) negative politeness (the expression of restraint), (3) positive politeness (the expression of solidarity), and (4) off-record (indirect language) and claim that the uses of each strategies are tied to social determinants specifically the relationship between speaker and addressee and the potential offensiveness of the message context. While communicating, speakers have a kind of imperative to use strategy certain to reduce the risk of unpleasant utterance. The speaker will use positive politeness strategy aimed at positive face of the listener, and negative politeness strategies aimed at negative face of the listener.

According to Lakoff (as cited in Wahyuni, 2014), there are three principles of politeness namely; (1) formality, (2) hesitancy, and (3) equality. These three principles are elaborated, the first is formality, means do not force or arrogant (aloof); second, indecisiveness means making it that way such that the listener can determine the options (options) and the third equality or pride, means to act as if the speaker and the listener are same. An utterance can be said to be polite if it is not arrogant, gives freedom to the listener, and makes the listener feel happy.

According to Ramdhani and Amalia (2014:578), they define politeness can be defined as the means of the speaker’s purpose to minimize face threats carried by certain face threatening acts. Meanwhile, Saputry, (2016:150), defines that politeness is an attempt to avoid conflict between the speaker and the speech partner. In this case, politeness is a reflection of the culture of a society.

According to Hendar and Trisnandi, (2019:19), they define politeness is an attempt to maintain a harmonious relationship within society. Therefore, the definitions above can be concluded that politeness is a polite language that is conveyed in order to create a harmonious relationship within the scope of society. According to experts above, I conclude that politeness language is something that must exist in society to establish a good communication and do not threatening others.

2.2.1 Positive Politeness Strategy

This strategy seeks to minimize the distance between speakers and listener by expressing concern and friendship. According to Brown and Levinson (1987), positive politeness is usually seen in groups of friends, or those who know each other well. According to Yule (1996), the speaker uses positive politeness strategy in order to appeal to a common goal, and even friendship. This strategy also serves as a smoothening of social relationships with other people. So, the speaker indicates that she or he wants to be more familiar with interlocutor or listener. In other words, the relationship becomes more intimate and reflective cohesiveness in the group.

Brown and Levinson (1987:101), state that positive politeness is redress directed to the addressee's positive face. Redress consists in partially satisfying that desire by communicating that one's own wants (or some of them) are in some respects similar to the addressee's wants. The positive politeness utterances are used as a kind of metaphorical extension of intimacy, to imply common ground or sharing of wants to a limited extent even between strangers who perceive themselves, for the purposes of the interaction, as somehow similar.

According to Brown and Levinson (1987:101-129), there are fifteen ways or strategies to deliver positive politeness strategy, they are:

a) Notice, attend to hearer (interests, wants, needs, goods)

In general, this strategy suggests that the speakers should take notice of the listener's condition (noticeable changes, remarkable possessions, anything which

looks as though the speakers would want to notice and the listener approve it.

Example: What a beautiful clothes this is! Where did it come from?

b) Exaggerate (interest, approval, sympathy with hearer)

This strategy is used if speaker shows his interest, approval or any sympathy towards the listener. This is often used with exaggerated intonation, stress, and other aspects of prosodies.

Example: What a fantastic car you have!

c) Intensify interest to H (the listener)

This strategy is the way for the speaker to communicate to the listener by making a good story.

Example: I come down the stairs, and what do you think I see? a huge mess all over the place, the phone's off the hook and clothes are scattered all over

Sometimes this can involve switching back and forth between past and present tenses, as in the following passage where the speaker is relating her family's reactions to a past event.

Example: Yesterday night I went to that shop. I buy some things from him. He's all right, isn'the? He speaks nicely. Today I heard that he's dead and gone and I was very surprised.

d) Use in-group identity markers

By using any of the innumerable 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. These include in-group usages of address forms, of language or dialect, jargon or slang, and ellipsis. If both speaker and hearer use the same in-group language, it proves that they are in the same group. Other address forms used to convey such in-group membership include generic names and terms of address like mate, buddy, pal, honey, dear, duckie, luv, babe, Mom, blondie, brother, sister, cutie, sweetheart, guys, fellas.

Example: Will you help me to bring this bag honey?

e) Seek agreement

This strategy is the way of claiming common ground with the speakers is to seek ways in which it is possible to agree with her or him. The raising of safe topics allows the speaker to stress his or her agreement with the listener and therefore to satisfy the listener's desire to be right. Another aspect of seeking agreement involves looking for those aspects of topics on which it is possible to agree and stick to them.

Example: A: did he go to Chicago last weekend?

B: yes, he went

f) Avoid disagreement

This strategy contains "token agreement". Token agreement is the desire to agree or appear to agree with H leads to mechanisms for pretending to agree, according to Sacks (in Brown and Levinson 1987:113), this strategy is to define which speakers may go in twisting their utterances so as to appear to agree or to hide disagreement to avoid face-threatening of the listener. It means, there is no conflict between the speaker and the listener.

Example: A: Have you got friends?

B: I have friends. So - called friends. I had friends. Let me put it that way

g) Presuppose/raise/assert common ground

This strategy is including a gossip and small talk. Gossip and small talk means that speaker might know something about hearer. The speaker and the listener are using this strategy as a mark of friendship or interest in each other. This strategy is used to signify friendship and to emphasize each other's similarities.

Example: Ok now, let's stop the chatter and get on with our little essays.

h) Joke

Joke is a basic positive politeness technique. Since jokes are based on mutual shared background knowledge and values, jokes may be used to stress that

shared background or those shared values.

Example: It is okay if I eat all those cookies now?

i) Assert or presuppose speaker's knowledge of and concern for hearer's wants

This strategy is used to assert or imply knowledge to fit the listener's wants and willingness to fit one's own wants, and a way of showing that the speaker and the listener are cooperators who can potentially pressure listeners to cooperate.

Example: I know you love roses but the florist didn't have any more, so I brought you geraniums instead.

j) Offer, promise

In order to redress the potential threat of some FTAs, the speaker may choose to stress his cooperation with the listener in another way. Claim whatever the listener wants. The speaker will help to obtain. Offers and promises are the natural outcomes of choosing this strategy.

Example: I will drop to your home by sometime.

k) Be optimistic

This strategy is associated with the cooperative strategy, which is for the speaker to assume that the listener wants and will help to obtain them.

Example: I'm sure you won't mind if I borrow your phone, ok?

l) Include both S and H in the activity

The speakers using an inclusive "we" form, when the listener really means "you" or "me", they can call upon the cooperative assumptions and thereby redress FTAs. Noting that 'let's my English is an inclusive 'we' form

Example: Let's get on with dinner, eh? (i.e. you), shall we eat?

m) Give (or ask for) reasons

Another aspect of including the listener in the activity is for the speakers to give reasons as to why he wants and what he wants, (hearer wants speaker's wants). By including the listener in his practical reasoning, and assuming reflexivity (the listener wants the speaker's wants). In other words, giving reasons is a way of implying "I can help you" or "you can help me", and, assuming cooperation.

Example: Why do not you lend me your cottage for the weekend?

n) Assume or assert reciprocity

The existence of cooperation between the speaker and the listener may also be claimed or urged by giving evidence of reciprocal rights or obligations obtaining between the speaker and the listener. By pointing to the reciprocal right (or habit) of doing FTAs to each other, the speaker may soften his FTA by negating the debt aspect and/or the face-threatening aspect of speech acts such as criticisms and complaints.

Examples: I will do X for you if you do Y for me

I did X for you last week, so you do Y for me this week (or vice versa).

o) Give gifts to H (goods, sympathy, understanding, cooperation)

The speaker may satisfy the listener's positive-face want by actually satisfying some of the listener's wants. Hence we have the classic positive-politeness action of gift-giving, not only tangible gifts (which demonstrate that S knows some of H's wants and wants them to be fulfilled), but human-relations wants such as those illustrated in many of the outputs considered above, the wants to be liked, admired, cared about, understood, listened to, and so on.

2.2.2 Negative Politeness Strategy

The negative politeness strategy is oriented toward the negative face of H (the listener) Brown and Levinson (1987) have a perspective about negative politeness. They define the negative politeness is a redress action addressed to the addressee's negative face. The listener wants to have freedom of action unhindered and attention unimpeded. It means, I could say this politeness strategy type is the basis of respectful behavior. The use of this strategy is by assuming that the speakers most likely deliver burden or disturbance to the listener because he has entered the area of the listener. In using this strategy, the speaker and the listener assume that there is a certain social distancing or barriers in the situation while communicating. For example: (1) "I am sorry to bother you, I just want to ask where the bus station is?" this utterance is mentioned in an emergency situation and wanted to ask for something, because the speaker had already entered the listening area and did not want to disturb the listeners, these utterances are also used for social contexts, where the speaker does not know the listener closely.

According to Brown and Levinson (1987:129-210), there are ten ways or strategies to deliver negative politeness strategy, they are:

a) Question, hedge

In the literature, a "hedge" is a particle, words, or phrase that modifies the degree of membership of a predicate or a noun phrase in a set; it says of that membership that it is partial, or true only in certain respects, or that it is more true and complete than perhaps might be expected.

Examples: John is a **true** friend.

You're **quite** right

b) Be pessimistic

This strategy gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of the speaker's speech acts obtain. In other words, the speaker's strategy should be pessimistic about the

listener's response. This strategy is used to minimize the imposition to the listener. In a conversation, of course the speaker must consider the social factors as relationship distance and power. Taking these factors into account, the speaker can adjust the weight coercion so that the listener can accept coercion well.

Examples: Could/can you do X?

Would/will you do X?

c) Minimize the degree of imposition

This strategy is used to minimize the imposition to the listener. In a conversation, of course the speaker must consider the social factors as relationship distance and power. Taking these factors into account, the speaker can adjust the weight coercion so that the listener can accept coercion well.

Example: I just want to ask you if you could lend me a single of sheet of paper

d) Give deference

There are two ways to convey this strategy, first, in which the speaker abases themselves or being humble, and another where the speaker raises the listener (pays the positive face of a particular kind, namely that which satisfies the listener's want to be treated as superior). In both cases what is conveyed is that the listener is of higher social status than the speaker. By conveying directly the perception of a high differential, deference serves to defuse potential face-threatening acts.

Example: Excuse me, sir, but would you mind if I close the window?

e) Apologize

By apologizing for doing an FTA, the speaker can indicate his reluctance to impinge on H's negative face and thereby partially redress that impingement. The deferential use of hesitation and bubblieness discussed above is one way of showing this reluctance, but there are many expressions in common use that have the same effect. In this strategy, apologizing does not always mean "forgive" or

“apologize” but also implicitly with using verb.

Examples: I hope this is not going to bother you too much...

I do not want to interrupt you, but...

f) Impersonate S and H (the speaker and the listener)

This result is the speakers in a variety of ways of avoiding the pronouns “I” and “you”. This avoidance of the “I” and “you” pronouns may be such a basic desire that helps to explain the very general loss of overt reference to the subject and indirect object of the highest performative verb.

Example: Do this for me. (I ask you to do this for me)

g) State the FTA as a general rule

One way of dissociating the speaker and the listener from the particular imposition in the FTAs, and hence a way of communicating that S does not want to impinge but is merely forced to by circumstances state the FTA as an instance of some general social rule, regulation, or obligation.

Examples: International regulations require that the fuselage be sprayed with DDT.

I am going to spray you with DDT to follow international regulations

h) Nominalize

As in the title, this strategy is related to the level of formality. For performing this strategy, the speaker can substitute or nominalize the subject, predicate, objects or complements to make sentences more formal.

Example: Your good performance on the examinations impressed us favorably.

i) Go on record as incurring a debt, or as not indebted H (the listener)

The speaker can redress FTAs by claiming his or her indebtedness to the listener, or by disclaiming any indebtedness of the listener, by means of

expressions such as the following examples: I will never be able to repay you if you... (for request), and I could easily do it for you... (for an offer)

2.3 Factors of Politeness Strategy

While communicating, the speaker must apply what strategies they use, in this part, I will explain what factors are in the politeness strategy which based on relevant facts and circumstances. Brown and Levinson (1987:71-72) define pay off is a factor that is used to minimize the face-threatening aspects of an act by assuring the addressee that the speaker considers themselves to be of the same kind, it means the speaker wants to accomplish the listener's desire. This factor is always indicates with an inclusive "we" form.

According to Brown and Levinson (1987:74), they explain that the social factor does an act of politeness formed from three dependent variables as follows: (1) the circumstances: sociological variables, involves the following factors in many and perhaps all cultures as follows:

- a) The "social distance" (D) of the speaker and the listener (a symmetric relation) it means the social range between the speaker and the listener.
- b) The relative "power" (P) of the speaker and the listener (an asymmetric relation) it means the power rating of the speaker and the listener.
- c) The absolute "ranking" (R) of impositions in the particular culture, also known as degree or ranking of imposition, it means the rating of the action.

The social distance between speakers and the listener are usually determined by differences in age, gender, and sociocultural background. The power rating is based on asymmetric position between speaker and listener, example: when in the office, a boss is higher in position than the employee. The last it the degree of imposition is based on the relative position of one speech acts with another speech acts, example: if a neighbor near the house plays a song very loud, it is assumed that neighbor is impolite and even violating norms that exist to that society. In other words, if the further away the social distance between the speaker and the

listener, or if the burden of the action are heavier directed to the listener, so the strategy that they use is more polite.

In the Leech politeness model (as cited in Wahyuni, 2021), there are five types of factors or maxim politeness scales, namely; (1) cost-benefit scale: refers to the size of the losses and advantages resulting from a speech act in a narrative. The more the speech is detrimental to the speaker's self, the speech is more polite, (2) optionality scale: indicates too many or at least the choices presented by the speakers to the listener in speaking activities. The utterances allow the speaker or the listener to determine the choices is many and flexible, it will be considered the utterance is more polite, (3) indirectness scale: indicates it is direct or indirect ranking the purpose of a speech. If the utterance is direct it will be considered that the utterance is increasingly impolite, vice versa, (4) authority scale: refers to show the relationship of social status between speakers. If the social distance between speakers and speech partners or listener are far away, they will be more polite, vice versa, (5) social distance scale: indicates to the ranking of social relations between speakers and speech partners or the listener which is involved.

2.4 Literature Review

In this study, I choose some previous studies written by some writers in order to support this research as follows:

In the journal by Ramdhani and Amalia (2014) they have conducted the research entitled “Politeness Strategies in The Patriot Movie: Facilitating Pragmatics Knowledge for Language Learners”. This research focuses on the analysis of a movie, with the use of literature as the subject of analysis. The research was conducted to find out the politeness strategies and the reasoning of each politeness strategies of major characters. The results of this research are analyzed based on the five politeness strategies by Brown and Levinson (1987). They are: (1) bald on record (51 utterances); (2) positive politeness (9 utterances); (3) negative politeness (16 utterances); (4) bald off record (9 utterances); (5) say nothing.

Another research about politeness strategy analysis is conducted in a

journal by Saputry (2016) entitled “Strategi Kesantunan Positif dan Negatif Dalam Bentuk Tuturan Direktif di Lingkungan STKIP Muhammadiyah Pringsewu Lampung”. This research describes the positive and negative strategy that related to the unity of the form of direct speech at STKIP Muhammadiyah Pringsewu. This research is the socio-pragmatic study with a qualitative approach and descriptive methods. The data analysis technique used in her research was an interactive model which contained of data reduction, data serve, and conclusions or verification. The results of this research show the various kinds of actions are reflected in an effort to implement positive politeness (7 utterances), and negative politeness (6 utterances) strategies in directive speech found in the STKIP Muhammadiyah Pringsewu Lampung’s environment.

The last is a journal by Trisnandi and Hendar (2019) entitled “Politeness Strategies and Social Dimensions in Once Upon A Time Season 1 Movie Series: Sociopragmatics Study”. This research aims to find out the types of politeness strategies used to save the face of the characters in “Once Upon A Time season 1” and to identify the dominant scale of social dimensions when using politeness strategies in “Once Upon A Time season 1”. This research uses qualitative-descriptive analysis method. The source of the data used is taken from the serial movie “Once Upon A Time season 1” by Edward Kitsis and Adam Horowitz. The results of this research show that there are four types of politeness strategies found in the serial movie “Once Upon A Time season 1”. They are 10 data of bald on-record, 8 data of positive politeness strategies, 13 data of negative politeness strategies, and 4 data of off-record, and the most dominant scale of four social dimension scales is social distance scale 14 data.

I will give a review about some previous studies above, the first is a journal by Ramdhani and Amalia (2014) entitled “Politeness Strategies in The Patriot Movie: Facilitating Pragmatics Knowledge for Language Learners”. They are only focused on discussing what politeness strategies are contained in “The Patriot Movie: Facilitating Pragmatics Knowledge for Language Learners” by the major character without discussing the factors that cause the major character to use existing politeness strategies. The second is a journal by Saputry (2016)

entitled “Strategi Kesantunan Positif dan Negatif Dalam Bentuk Tuturan Direktif di Lingkungan STKIP Muhammadiyah Pringsewu” This research is only describes the positive and negative strategy of the form of direct speech at STKIP Muhammadiyah Pringsewu, meanwhile, when someone using politeness strategies, they can also use indirect speech. The last is a journal by Trisnandi (2019) entitled “Politeness Strategies and Social Dimensions in Once Upon A Time Season 1 Movie Series: Sociopragmatics Study”.

This research is also focused on a kind of politeness strategies are contained and identify the dominant scale of social dimensions when using politeness strategies in the movie without discussing the factors when someone using existing politeness strategies. The three studies above are using a qualitative approach and descriptive methods.

From the review above, I conclude that there are a novelty from my research; (1) in my research, I explain the factors of a person using politeness strategies when they are communicating, (2) in my research, there is also some indirect speech because when someone communicates, of course, that person can use indirect speech also, and (3) in this research, I use content analysis method to analyze the data. Content analysis is also used in research in the communication field.