

CHAPTER 2

THEORETICAL FRAMEWORK

The theories and references that related to this study are present in this chapter to provide an addition information. As a result, I divide this chapter into two sections: theoretical description and previous related studies.

2.1 Theoretical Description

2.1.1 Pragmatics

People use language to communicate with others world. Language components are studied in a science called linguistics. That It deals with all internal and external aspects of language. For example, the sound discussed in phonetics and phonology, morphemes and words discussed in morphology, Phrases and sentences in syntax, meaning in semantics, text in discourse.

Pragmatics itself is a branch of linguistics concerned with meaning in use. Meaning is studied formally in semantics. However, there are some aspects. Meaning cannot be captured by semantics, especially meaning or meaning in use connection. Because semantics deals with meaning without reference to it Sentence users and communicative functions (Aitchison, 2003:104). Pragmatics thus deals with the way speakers use language Unpredictable contexts, especially from pure linguistic knowledge Semantics dealing with language internals (Griffiths, 2006:153)

Kreidler (2002:18) Explain the difference between semantics and pragmatics. According to semantics and pragmatics are relevant human ability to use meaningful language. the difference is this Semantics deals with the speaker's ability to generate meaning Speech, pragmatics expresses a person's ability to interpret meaning a special type of linguistic situation (context).

The study of pragmatics includes several sub-areas or domains such as: deixis, references, premises, implications, and speech acts. Deixis is It deals with reference terms that indicate the location of the . References along specific dimensions. A reference dealing with the language format used by the speaker so that the listener can perceive something. Requirements Refers to what a speaker

takes as an instance of an utterance. Implication relates to the existence of norms of language use context.

2.1.2 Politeness Strategy

Yule (1996: 60), politeness is the concept of polite social behaviour in society. special culture. It is shown by showing good manners towards others. Politeness is related to the concept of face. Brown and Levinson (1978: 61), A face is a kind of public self-image that belongs to everyone. everyone should Think of faces as basic needs in order to know each other's desires. there is There are two types of faces: negative faces and positive faces. Negative face is kind A face that wants to be freed from action and freed from imposition. A positive face is the type of face that wants to be evaluated and recognized by the same group other.

According to Brown and Levinson (1978: 65-67), with some actions. It can threaten either the positive side or the negative side of others. of these kinds The action is known as the Face Threatening Act (FTA). Behaviour that threatens a negative face Includes inquiries, orders, reminders, advice, suggestions and warnings. Then the action this positive face can be used for disapproval, criticism, contradiction, disagreements and delivering bad news to listeners. Also there are some actions that threaten both positive and negative aspects, i.e. complaints, interruptions, threats, and strong expressions of emotion. there are multiple possibilities negotiate free trade agreements. You can communicate directly, more politely, or indirectly. These methods are its called polite strategy.

2.1.2.1. Positive Politeness Strategy

Brown and Levinson (1978:101-129), positive politeness oriented to satisfy the positive face of the listener. The speaker kindly expresses his gratitude, agreement, interest, and familiarity with the listener. How this strategy works Claim commonalities with the listener and convey that the speaker and listener are working together and fulfill the wishes of the listener. These mechanisms are described in the next chapter. A positive politeness strategy is to maintain a positive face on the listener. express intimacy, deepen friendship, make listeners feel good,

it shows that the speaker has common goals with the listener. Furthermore, Brown and Levinson (2003: 89-90) gives 15 strategies positive politeness. These 15 strategies are discussed in the sections below with examples of each strategy.

- a) Strategy 1: Noticing, attending to H (her/his interests, wants, needs, give, goods)

positive politeness initial strategies suggest speakers you should pay attention to the state of the listener. It may be related to their interests, a desire, a commodity, or whatever the listener wants to be aware of. or speakers can express this strategy in the form of compliments. by expressing yourself compliments can make a good impression on the audience and audience Imposing is not very inappropriate.

“You must be hungry, it’s a long time since breakfast. How about some breakfast?”

The speaker ask the hearer and heard that she is having hungry at that moment and ask her is she want to have some breakfast. Before the speaker try to asks her, she tries to look at her hungry face.

- b) Strategy 2: Exaggerate (interest, approval, sympathy with H)

In conversation, when the speaker wants to protect the listener A positive face, he or she can accomplish this through exaggerated facial expressions. You can strategize by making something look more important than it actually is. Speakers use this strategy to emphasize their feelings. A listener that may contain interest, approval, or sympathy. The expression of this strategy would be:

“I never meet someone like you Judith, Just because u are girl i wanted to see. I knew I’d find you here. Could you spare me a couple of minute?”

This sentence indicates that the speaker is very happy to see Judith. or The speaker is excited by saying that she or she is the only person. What he wants to see is Judith. Judith is happy because the speaker shows interest to her by exaggerating her or his statements. so i don't feel the interrupted to save speaker time.

c) Strategy 3: Intensify interest to H

Another way to indicate that the speaker is sharing something Our common goal with our listeners is to increase their interest. speaker contribution. This strategy allows the speaker to pull that of the listener Create a good story or narration to draw attention to your conversations. That is why, narration must be clearly explained by the speaker. The speaker can start his or her narrative by saying this:

“You will never guess what happened after last night Daffa doing to me.”

The speaker tries to understand the listener before speaking Attract attention by saying “You'll never guess.” This phrase draws the listener in. I am interested in hearing him or her. Indicates that the speaker has saved the positive face of the listener because the speaker involved the listener that discussion. The hearer feels satisfied because he or she has been accepted by the speaker and treated as a member of the same group.

d) Strategy 4: Use in-group identity markers

Speakers can do this by using the in-group address form in the conversation show solidarity and intimacy with the listener. The positive face of the listener saved when her speaker calls him or her "man", "man", "honey", or "man". Even his famous nickname "Kenny" instead of "Kennedy". This identity markers enhance the intimacy between speaker and listener. A model of this strategy can be seen as follow

“Here’s my old friend Ramonda. How are you doing today, brother?”

The speaker employs positive politeness by using in-group identity markers strategy. The identity markers are “Ramonda” as a nickname and “brother” as another nickname. The speaker uses these words to minimize the threat as he or she is asking the hearer to help him or her. Therefore, the hearer’s positive face is saved because he has been treated as a member of the same group.

e) Strategy 5: Seek agreement

Speakers can also use it when expressing positive politeness strategies for consensus on safety issues. strategy that makes it possible. the speaker finds a way to agree with the listener statements about safe topics, such as talking about the weather or beauty of the garden.

“I know, that’s what I think about. The harder things is move on from someone that i love so much, period”

The hearer discusses about what the harder things that they look in the world. The speaker attempts to keep the hearer’s positive face by seeking agreement from the hearer, “I know, that’s what I think about,” the speaker expresses his or her agreement. As a result, when the speaker asks the hearer, he or she can reduce the threat.

f) Strategy 6: Avoid disagreement

Avoiding disagreements is one way to keep the listener's face on the positive side. Speakers of this strategy can mask disagreements by: White lie. From Cutting (2002: 40), white lies are "good lies" This is another way for speakers to hide their disagreements. Use safeguards and pretend to agree. According to cutting (2002: 42) there are several "if possible", "sort of", "in a way", "I Wonder". the speaker can apply this strategy as in this example:

“Well, I suppose you’re sort of right. But look at it like this. Why don’t you?”

The use of hedges in the sentence shows that the speaker is pretending to agree with the hearer. The speaker is hiding his or her disagreement to safe the hearer’s positive face. He or she chooses to say “I suppose you’re sort of right. But...” rather than “I don’t agree with you”. Therefore, the speaker makes the hearer feel good because the hearer thinks that his or her opinion is not wrong.

g) Strategy 7: Presuppose, raise, assert common ground

Another positive politeness strategy is assuming, elevating, and asserting. common point, this can be achieved by sharing the same interests, beliefs and beliefs opinion between interlocutors. Speakers of this strategy make small a speech that draws the listener into an argument. he or she usually uses the pronoun “we” to include the hearer into the conversation, for instance:

“People like me and you, Cala, don’t like being pushed around like that, do we? Why don’t you go and complain?”

This sentence shows that the speaker is trying to ask Cala to go and complain. He or she makes a small talk that includes Cala into the discussion by the

use of pronoun “we”. This expression emphasizes that the speaker and the hearer have a common goal. Therefore, the speaker can minimize the threat when he or she asks Cala to go and complain.

h) Strategy 8: Jokes

The speaker of positive politeness can show solidarity and familiarity to the hearer by making a joke which will make the hearer feel relieve. The speaker can also minimize the demand as in this sentence:

A: *“What do you call a bear with no teeth?”*

B: *“Hmmm, I don’t know”*

A: *“A single gummy bear, like you...”*

This shows that B knows background knowledge or the fact that A is not have a boyfriend or girlfriend. Jokes in this conversation make the conversation not strained also can reduce the demand.

i) Strategy 9: Assert or presuppose S’s knowledge of and concerns for H’s wants

Using this strategy, speakers show solidarity emphasize that you know your listener's personal information. Or the speaker also tries to realize what the listener wants to show that he is the speaker. cooperated with the listener. By satisfying the needs of the listener, the speaker ensure below the positive face of the listener. An example of this strategy is presented.

“I know you like a cake, so I’ve brought you like 3 slices of them.

I hope you like it”

This sentence shows the cooperation stressed by the speaker. He or she indicates the personal information about the hearer. The speaker knows that the hearer like cake so he gives a whole 3 slices of them to the hearer. This, the hearer’s positive face has been satisfied because he or she has been appreciated and accepted by the speaker.

j) Strategy 10: Offer or promises

Minimize potential threats and show them to listeners The speaker cooperates and the speaker can offer or promise something listener. It can be said that the speaker is certainly doing something for listeners. This strategy shows the

speaker's good intentions in contentment desires of the listener, It can be seen in this example:

"I will take you out to lunch on Friday if you will cook some food to the lunch this afternoon."

This example shows that the speaker conveys to the hearer that they are cooperated. The speaker stresses his or her cooperation by promising to the hearer that he or she takes the hearer out to lunch on Friday. This expression can minimize the imposition when the speaker asks the hearer to cook the lunch that afternoon. This, the hearer's positive face has been fulfilled because the speaker has appreciated him or her.

k) Strategy 11: Be optimistic

Speakers can also use it when expressing positive politeness the optimistic strategy that the listener wants what the speaker wants. the speaker keeps the listener's face positive by being optimistic that the listener will want to do what the speaker wants. In this case the listener they cooperate with the speaker because they share the same interests. The following sentence exemplifies this strategy:

"I know you're always glad to get a top song on your music, David, so, if I were you, I wouldn't make fun of you while you're singing."

In this utterance, the speaker asks the hearer not to yell his or her voice when his or her singing. The speaker assumes that the hearer cooperated with him because both of them like singing It shows that the speaker has appreciated the hearer and satisfied the hearer's positive face.

l) Strategy 12: Including both S and H in the activity

To involve both interlocutors in the activity, the speaker you can use the pronoun "we". In this way, the speaker respected the listener as one a member of the same group and certainly a positive face for listeners. The speaker can do this strategy by saying this sentence:

"After this, let's go to the coffe shop, Rachel. Remember that we want to buy the same a cup coffe?"

In the example given, the speaker wants the listener to go to the coffee shop because he wants to buy a coffee. In this sentence, the use of the pronoun 'we' indicates that the speaker involves the listener in his or her activity. This makes the request more polite as it indicates collaboration between the speaker and the listener. That is, the goal applies to both, not just the speaker.

m) Strategy 13: Giving or asking for reasons

Speakers in this strategy demonstrate collaboration with listeners give or ask why. Speakers do this to express their wishes Easy for listeners to understand. Therefore, the listener agrees to help the speaker. express his wishes. Find strategies that give or ask for a reason in this sentence:

"I think you've had a bit too much to drink, Carl. Why not stay at our place this evening?"

Since the speaker thinks that Carl is drunk, he or she wants Carl to stay at his or her place. The speaker can say directly "Stay at our place this evening." However, he or she decides to give the suggestion indirectly by asking the reason of why Carl does not stay at his or her place. Therefore, the speaker has satisfied Carl's positive face.

n) Strategy 14: Assume or assert reciprocity

The existence of cooperation between the speaker and the hearer can also be shown by stating mutual exchange. An example of asserting reciprocal exchange or tit for tat strategy is presented below:

"Mom, if you help me with my homework, I will study so hard after school tomorrow."

It is clearly seen that the speaker and the hearer are cooperated by assuming reciprocity. The speaker and the hearer get their own right. The speaker gets a help from his or her mother to do his or her homework and his or her gets study hard by the speaker.

o) Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

The last strategy of positive politeness is to gift your listeners. The speaker can keep the listener's face positive by doing some of the following: wish of the listener. This strategy not only gives things, Through empathy, understanding, cooperation, etc. An example of this strategy:

“Amanda: “Put, here I bought you something special shoes from German.”

Putri: “aw! That’s cute Thank you Man.”

Amanda: ”Not at all. I wonder if u like it”

The provided example shows that Amanda decides to save Putri positive face by giving gift to Putri. By giving a shoes as a gift, Amanda makes Putri feel appreciated. Therefore, Amanda can minimize the imposition when he or she confide in Putri.

2.1.2.2 Negative Politeness Strategy

As Brown and Levinson state in Watts (2003): 86), the negative face is the need for individuals to act and impose independently. Brown and Levinson's Cutting (2002: 46) state that negative politeness is centered on them negative faces by showing and minimizing the distance between speakers interfere in each other's affairs. Brown and Levinson (2003: 90-91) offers his ten strategies for negative politeness

2.1.2.3 Off-record Strategy

According to Brown and Levinson in Cutting (2002:45), off-record is an indirect way of politeness. The utterances are not directly addressed to the hearers. Bonvillain (2003:127) gives six examples of Brown and Levinson's off-record strategies. Those are giving hints; understating; overstating; being ironic; using rhetorical questions and being vague or ambiguous.

2.1.2.4 Bald On-Record

According to Brown and Levinson (1987), bald on record have since been used in a variety of situations. Speakers have a variety of motivations for engaging in face-threatening behavior. They also state that they are bald "On record" is the most efficient form of communication. This strategy is rated the best direct strategy. It refers to expressing behavior in the most direct way. no effort required. Lectures by speakers to reduce the impact of free trade agreements. recorded bald head should shock people talked to, embarrassed, made a little uncomfortable. "Drink some more coffee, please." "Sitting" is a well-known example of baldness. In addition, the speaker can ask the listener questions. For example, say something like, "Give me a book!" Therefore, this strategy can shock listeners. This type of strategy

is usually used when the speaker and listener know each other well. I feel comfortable with people around me, including close friends and family. Baldness for the record is a strategy based on Brown Levinson's principle of civility, and simply put: instructions. So the direct imperative clause is a very clear example of using Bald on record. Below are sub-strategies of the candid record politeness strategy.

2.1.3 Factors Influencing the Use of Positive Politeness Strategies

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, and the followings are the description of each.

a. Payoff

Speakers use the strategy of politeness because it can give them an advantage. Speakers can minimize Face Threatening Acts (FTA) by ensuring listeners like them. I want to fulfill the wishes of my listeners. So listeners are positive the face is visible to both the speaker, so the speaker is not intimidated stock. for example:

"let's go have breakfast."

The example above shows a speaker that minimizes FTA (claims). By involving not only the participants but also the speaker, the listener.

b. The circumstances: sociological factors

The seriousness of Face Threatening Acts (FTA) is also influenced by context, sociological variables, and this degrees of civility. In addition, Brown and Levinson (1987;71) found that three sociological factors influence the choice of politeness strategies. In each culture these are 'social distance, 'relative power' and 'size of imposition'.

1. Social distance

Social distance 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 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 person whom you have not known well, such as person who older than you.

2. Relative power

Power is the general point is that we tend to use a greater degree of politeness with people who have some power or authority over us than to those who do not. it is based on the asymmetric relation between the speaker and listener. These types of power are most found in obviously 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)

3. Size of imposition

Size of imposition can be seen from the relative status between one speech acts to another in a context. For example: borrowing a car in the ordinary time will make us feel reluctant, but in urgent situations it will natural. Thus, in the first context we will employ polite utterance. Meanwhile, in the second context it is not necessary to employ polite utterance because the situation is urgent.

2.1.4 Previous Related Studies

I do not deny this study is not the first Discuss the phenomenon of politeness, especially positive politeness strategies. Hereby proves the existence of research that uses same theory and approach with different objects, a lot of research has been done on this topic. Several the study was conducted as part of a practical study using politeness strategies main topic to discuss. However, this study is unique and therefore different.

The first research is Alifa and Yanti (2011) “An Analysis of positive Politeness Strategies in Bewitched Movie” The researcher of this study analyzed the main character’s politeness in the movie. In analyzing the data, the researcher used Brown and Levinson (1987) politeness theory. One of the strategy is positive politeness. This study aims to analyze the use of politeness strategies for using these strategies by Rosalie Chiang as the main character when she expressed her growth.

The second research it “An Analysis of Positive Politeness Strategies in the Ellen Shows: Pragmatic Approach” by Tantri (2020) aims to find out the kinds of the positive politeness strategies employed by the characters and the factors influencing the characters to employ those strategies in relation to Brown and Levinson’s (1987) politeness strategy. The data were taken from all of the dialogues containing positive politeness strategy which have significant relationship with the problem statements. The data were then identified by using Brown and Levinson’s politeness strategy to find the kinds of positive politeness strategy employed by the characters. The researcher used Brown and Levinson’s politeness scale to find out the factors influencing the characters to employ those strategies.

Meanwhile the last research it “An Analysis of Positive and Negative Politeness In Oprah’s Transcript” by Prastyani (2012) was concluded that the characters of the movie applied all kinds of Brown and Levinson’s strategies, which is positive politeness and negative politeness. She also found two factors, the first one was payoffs and the second one was sociological factors.

So, the similarity of my research and previous researches is that we researched about politeness strategies. And the difference is that I used movie script as my research object.