

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Review of Related Study

2.1.1. Politeness Strategies

Politeness is an important subject matter in a communication. Politeness is behaving in a way that attempts to take into account the feelings of the people being addressed. In this case, the speakers try to avoid embarrassing other person, or making him uncomfortable. Being polite is trying to determine what the appropriate things to say to someone else are and what ones is not (Holmes, 1995:296-297).

Brown and Levinson (1978:61) define face as the public self-image that every member wants to claim for himself, consisting in two related aspects: (a) negative face: the basic claim to territories, personal preserves, right to non distraction –i.e. to freedom of action and freedom from imposition. (b) Positive face: the positive consistent self-image of personality (crucially including the desire that this self image be appreciated and approved of) claimed by interact ants. According to Brown and Levinson, positive and negative face exists universally in human culture, and naturally there are utterances which can threat the face called face threatening Acts (FTA). A face threatening act is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other.

Brown and Levinson theory is based on three basic notions: the view of communication as a rational activity, Grice's (1975) Cooperative Principle and maxims of conversation, and Goffman's (1967) notion of face'. Central to Brown and Levinson's theory is the concept of face, as proposed by Goffman (1967) who defined face as: "... the positive social value of a person effectively claims for himself by line others assume he has taken during a particular contact. Face is an image of self delineated in terms of approved social attributes-albeit an image that others might share, as when a person makes a good showing for his profession or religion by making a good showing for himself." (Goffman 1967:5).

Face is linked to a person's self-esteem or self-image which can be damaged, maintained or enhanced during the interactions with other people. According to House (1998:57), the derivations from the Gricean maxims are motivated by employing strategies to counteract so called face-threatening acts' (FTAs). Brown and Levinson (1978:66) defined face as something that is emotionally invested and the face can be lost, maintained or enhanced and it must be constantly attended to in interaction. Similarly, in Thomas view (1995:169), 'face' is best understood within politeness theory as every individual's feeling of self-worth or self-image. According to Brown and Levinson (1978:66), face has two aspects: positive and negative. 'face' [is] the public self-image that every member wants to claim for himself [sic], consisting in two related aspects: (a) negative face: the basic claim to territories, personal preserves, rights to non-distraction – i.e. to freedom of action and freedom from imposition. (b) positive face: the positive consistent self-image or 'personality' (crucially including the

desire that this self-image be appreciated and approved of) claimed by interactants
Brown & Levinson, (1987 p.61)

2.1.1.1 Bald on Record Strategies

Bald on-record strategies usually do not attempt to minimize the threat to the addressee's face. According to Brown and Levinson (1987) bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear, unambiguous and concise way. Bald on record strategies consist of: great urgency; speaking as if great efficiency is necessary; task-oriented; Sympathetic Advice or Warnings. For example:

a) Great urgency

In a situation when the speakers have significantly more power than the hearer, thus, a bald on record strategy is also applied. Great Urgency or Desperation This strategy is used when the speaker is needing the attention very soon, especially before anything else because of its important.

For example : Watch out!

b) Speaking as if great efficiency is necessary

This strategy is used where the speaker speaks as if maximum efficiency were very important, he or she provides metaphorical urgency for emphasis.

For example : Hear me out: ...

c) Task-oriented

This strategy is used when the speaker gives a task to the hearer in order to

get the desired results. Face redness may be felt to be irrelevant when the focus interaction is task-oriented Brown and Levinson (1987, p. 97.).

For example : Pass me the hammer

d) Sympathetic Advice or Warnings

Brown and Levinson (1987) state that in doing an FTA, the speaker conveys that he or she does care about the hearer and therefore about the hearer's positive face, so that no redness is required. Sympathetic advice or warning may be bald on record. For example: Careful He's a dangerous man.

2.1.2 Translation Theories

2.1.2.1 According to Newmark (1988) "translation is rendering the meaning of a text into another language in the way that the author intended the text."

2.1.2.2 According to Catford (1974) "Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)."

2.1.2.3 According to Larson (1984) "Translation consists of studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using the lexicon and grammatical structure which are appropriate in the receptor language and its cultural context."

2.1.3 Techniques of Translation

Molina and Albir (2002:509-511) here are eighteen translation technique and it can be seen below:

2.1.3.1 Adaption

This technique is used to replace a source text (SL), cultural or social elements with one from target language to replace a source text (SL) ,cultural or social elements with one from target text (TL).Type of translation which involves of changes to be made so that the target text produced be in harmony the source language. Example: SL : His leg felt like a stone. TL : Tungkai kakinya seperti terpaku.

2.1.3.2 Amplification

The antonym of amplification is reduction, the example of translation by using application technique can be observed in the following, to introduce detail that is not formulated in the source language.It means to make the original information become explicit in the target language. Example : SL : There are many Indonesian at the ship TL : Banyak warga negara Indonesia di kapal itu.

2.1.3.3 Borrowing

To take a word or expression straight from another language borrowing translation technique can be pure borrowing or without any change,example : SL : zig-zag TL : zig-zag , and naturalized borrowing example : SL : music TL : musik.

2.1.3.4 Calque

Is a literal of foreign word or phrase and it can be lexical or structural. The example can be seen below, in other words a word or phrase borrowed from another language by literal or word for word translation. Example : SL : He is the new assistant manager TL : Dia adalah asisten manajer yang baru.

2.1.3.5 Compensation

To introduce a source language element of information or stylistic effect in another place in the target language because it cannot be reflected in the same place as in the source language. Example : SL : A burning desire to share The Secret with the world consumed me. TL : Hasrat yang menyala-nyala untuk membagikan rahasia kepada dunia membakar diri saya. (Hendrastuti, 2012:189)

2.1.3.6. Description

Translation technique is different with amplification which makes the implicit meaning on source text become explicit on target text. In other words description technique can be concluded to description technique can be concluded to replace a term or expression with a term or expression with a description of its form or and function. Example : SL : I like panetton. TL : Saya suka panetton, kue tradisional Italia yang dimakan pada saat tahun baru.

2.1.3.7. Discursive Creation

To establish a temporary equivalence that is totally unpredictable out of context. In other words this technique is used to translate the title. Example : SL : The Minangkabau response to The Dutch colonial rule in nineteenth century. TL :

Asal-usul Minangkabau modern: respons terhadap kolonial Belanda XIX/XX.
(Havid Ardi,2010:400)

2.1.3.8. Established equivalent.

This technique is recognized translation/accepted standard translation (Newmark) of formal translation. In other side is to use term or expression recognized (by distionas or language in use) as an equivalent in the target language.

Example : SL : Sincerely yours TL : Hormat kami.

2.1.3.9. Generalization

Is called neutralization technique generalization is called neutralization technique. In other word generalization technique is in opposition to particularization. Example Becak is translated to vehicle.

2.1.3.10. Linguistic Amplification

To add linguistic this is often used in consecutive interpreting and dubbing. In other side linguistic amplification is in opposition to linguistic compression. Example : SL : Everything is up to you! TL : Semuanya terserah anda sendiri!

2.1.3.11. Linguistic Compression

To synthesize linguistic elements in the target text. This is often used in simultaneous interpreting and in sub-titling. This technique is in opposition to linguistic amplification. Example : SL : Are you sleepy? TL : Ngantuk?

2.1.3.12 Literal Translation

To translate a word or an expression word for word. It does not mean to translate one word for another. Example : SL : The President gave the present to Michael last week. TL : Presiden memberi hadiah itu pada Michael minggu lalu.

2.1.3.13. Modulation

To change the point of view, focus or cognitive category in relation to the source language. Modulation technique it can be lexical or structural. Example : SL : Nobody doesn't like it. TL : Semua orang menyukainya.

2.1.3.14. Particularization

To use a more precise or concrete term. this technique is in opposition to generalization. Example : SL : She likes to collect jewelry. TL : Dia senang mengoleksi kalung emas.

2.1.3.15. Reduction

To suppress a source text information item in the target text. This technique is in the opposite with amplification. In other words the Implication is occurred in this translation since the meaning already exist in the target text. Example : SL : She got a car accident. TL : Dia mengalami kecelakaan.

2.4.16. Substitution (Linguistic, Paralinguistic)

to change linguistic elements for paralinguistic elements (intonation, gesture) or vice versa. For example, in Indonesia, thumb up means yes or agree.

2.1.3.17. Transposition

To change a grammatical Category of verb in source text become category of noun in the target text, verb in source text become adverb and so on. In other words this technique is same with the translation shift based on the theory of Catford. He classified translation shift become structure shift, class and unit shift and inter-system shift. Example : SL : I have no control over this condition. TL : Saya tidak dapat mengendalikan kondisi ini.

2.1.3.18. Variation

To Change linguistic or paralinguistic elements (Intonation, gestures) that affect aspects of linguistics variation: changes of textual tone, style, social dialect, geographical dialect. In other words introduce or change dialectal indicators for characters when translating for the theater, changes in tone when adapting novels for children. Example : SL : Give it to me now! TL : Berikan baranag it ke gue sekarang!

2.1.4 Quality of Translation

Nababan et,al (2012) states that translation quality assessment is focused on three main things, they are accuracy, acceptability, readability. Each aspect of translation quality is quite influenced to translation result. Nababan et al (2012) proposed that the accuracy aspect integrity has the highest score on 3. It is adapted to the basic concept from translation process as transferring message process (accuracy) from source language into target language. Then acceptability is scored on 2. It referenced on the concept which describes that the acceptability is related directly to translation appropriateness towards the principle, norm, and culture in target language. It means the acceptability aspect is influenced to accuracy. And

last, readability aspect is scored on. . In addition, Nababan (2003) states that there are three main aspects of the assessment in assessing translation quality. They are the accuracy of the meaning transfer, the accuracy of the meaning exposure, and natural language translation so that this translation quality assessment is based on the three aspects: accuracy, acceptability, and readability.

2.1.4.1. The Aspect of Accuracy

The first aspect that evaluated is the accuracy. It refers to equivalence source text and target text (Nababan et al, 2012). The equivalence related to the equivalence of form and meaning. Therefore, this aspect is important because it aims to evaluate whether the meaning in SL has translated well and equivalently in TL.

Table 2.1 The Translation Accuracy Assessment Instrument

Translation Category	score	Qualitative Parameter
Accurate	3	The meaning of the words, technical terms, phrases, clauses, sentences or text accurately transferred into target language; simply there is no meaning distortion
Less accurate	2	Most of the meaning of the words, technical terms, phrases, clauses, sentences or text has accurately transferred into target language but there is

		meaning distortion or double meaning translation or the meanings are deleted which affect the integrity of the message
inaccurate	1	The meaning of the words, technical terms, phrase, clauses, sentences or source text are totally deleted or inaccurately transferred into target language

(Adapted from Nababan et al, 2012)

2.1.4.2. The Aspect of Acceptability

The acceptability means the appropriateness of the rules, norms and culture between SL and TL (Nababan et al, 2012). Its aim is that the target reader can accept the translation. Munday (2001) argues that if what is followed is the norms and culture of the source language, the translation will be adequate whereas if it follows the norms and culture of the target language, the translation will be acceptable.

Table 2.2 The Translation Acceptability Assessment Instrument

Translation Category	Score	Qualitative Parameter
Acceptable	3	The translations are natural; the phrases, clauses and sentences are in accordance with the rules or language system of the

		target language; the target reader commonly uses the technical terms
Less Acceptable	2	In general, the translations are; but there are few problems in the use of technical terms or occurred grammatical errors
Unacceptable	1	The translations are not natural; the phrases, clauses and sentences are not in accordance with the rules or language system of the target language; the technical terms are not familiar or not commonly used by the target reader

(Adapted from Nababan et al, 2012)

2.1.4.3. The Aspect of Readability

Readability refers to the degree of easiness of the translation to be understood by the target reader. Larson (1984) says that “Readability is critical because translation is accurate but people who are used to it cannot communicate.”

Table 2.3 The Translation Readability Assessment Instrument

Translation Category	Score	Qualitative Parameter

Readable	3	The meaning of the words, phrases, clauses, sentences or translation text can be easily understood by the target reader
Less Readable	2	In general, the translation can be understood by the reader; however, there are certain parts that required to be read more than once to understand
Unreadable	1	The translations is difficult to understand for the reader

(Adapted from Nababan et al, 2012)

2.2 Previous Studies

The first researcher was conducted by Andri Siburian (2016). An Analysis Of Politeness Strategy In Soimah Talkshow In Trans TV . The researcher using Descriptive qualitative. The types of politeness found in the theory by Brown and Levinson namely positive politeness, negative politeness, bald on record strategy and off Record Strategy was found in (STS) in Trans TV. There are four types of Politeness that is used in STS. They are Positive Politeness, Negative Politeness, and Bald on Record Strategy and off record Strategy. There are (41, 3%) positive Politeness, (26, 0%) negative Politeness, (17, 3%) bald on Record Strategy, (15, 2%) off record Strategy ,used in Soimah STS. Positive Politeness is the most widely used in STS.

Secondly Sucitra (2020) analyzed Politeness Strategies In Youtube Comment In Catatan Najwa Eps. Melawan Stigma Corona. The finding of the research showed that there are thirteenth strategies found in this research were expressing wish and gratitude, intensifying support and interest, softening request, being pessimistic, giving sympathy, using identity marker, being indirect, showing agreement, face-negative threatening acts, giving questions or asking reason, using impersonal forms, using joke, and giving praise. All commentators have used similar politeness strategies. The strategy that is mostly used by all commentators is positive politeness, followed by negative politeness in the second position. The data showed that the four types of politeness strategies suggested by Brown and Levinson was found there.

Thirdly Mega Selfia (2016) was conducted research entitled An Analysis of Politeness Strategies Used by Deddy Corbuzier in Hitam Putih Talk Show. The result finding shows that the host of Hitam Putih talk show used four types of politeness strategies with different presentations. The most dominant politeness strategy used was Positive Politeness with (58 %). Another dominant politeness strategy used was Bald on Record (18 %), Negative Politeness (15 %) and Off Record (9 %). It can be concluded that positive politeness strategy is the most dominant strategy used by the host in Hitam Putih talk show.

Last, Niadaniati Silitonga (2021) Politeness Strategy Used by Indonesian Netizens and Anies Baswedan's Twitter and Instagram Account from the comments of Indonesian netizens on Anies Baswedan's Twitter and Instagram accounts, four Politeness Strategies were used: Bald on Record, Positive

Politeness, Negative Politeness, and Off Record. In Twitter accounts, there were 35 (33,65%) comments. In total, there were 2 (100%) Bald on Records, 13 (37,14%) Positive Politeness, 9 (25,71%) Negative Politeness, and 11 (31,42%) Off Record. While in Instagram account there were 69 (66,34%) comments. In total, the non-comments were used in Bald on Record, 36 (52,17%) Positive Politeness, 22 (31,88%) Negative Politeness, and 11 (15,94%) Off Records. Positive Politeness Strategy was more frequently used when commenting on Anies Baswedan's Twitter and Instagram accounts.

The differences between this research from previous studies mentioned above are, Andri Siburian analyzes the politeness strategy based on Brown and Levinson (1987). In addition, Sucitra only analyzes positive and negative politeness strategie on Brown and Levinson (1987). Furthermore, Mega Selfia, analyzes politeness strategies on Brown and Levinson (1987). And, Niadaniati analyzes politeness strategies on Brown and Levinson (1987). While this study combines the aspect from those previous studies which only focused on bald on record politeness strategies from Brown and Levinson (1987) and translation quality from Nababan (2012) as well as adding the analysis of techniques translation by Molina and Albir (2002).

2.3 Theoretical Framework

This chapter contains some theories which is used as the guidance of the analysis. The writer intends to analyze the politeness strategies by Brown and Levinson's. Brown & Levinson explain that there are four politeness strategies. The

writer focused on the bald on-record analysis uttered in the Cruella movie script. And also, the writer wants to analyze the differences in politeness strategy between Indonesian and Western cultures. The first question will be answered using Brown and Levinson (1987) theory on politeness strategies. In addition, the writer used translation technique of Molina and Albir (2002) theory for answering the second question. Furthermore, the third question will be analyzed based on the translation quality theory of Nababan (2012) involves three instrument which are translation accuracy, acceptability, and readability.

