

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

#### **2.1 Review of Related Theories**

##### **2.1.1 Politeness**

Politeness has several meanings and many linguists have different definition about politeness. Janet Holmes (1996:5) described that politeness is marked by actively behavior of someone's expression in positive concern for others as well as that is not coercive behavior. In other ways, politeness can be a form of utterance which containing good intentions or friendship, also non-intrusive behavior, intimacy, as it labeled as 'polite' in the daily use. People often do not appreciate of that complication, because they almost have principal that the politeness is only formed by 'please' and 'thank you' in the right places (Holmes, 2001: 267). It is actually valued more than basic explicit politeness from their parents. Brown and Levinson stated that politeness is most important aspect in people's daily interaction and also socialization in different situation. In communicating, there are various variables that considered by good people as long as their conscious or unconscious. The relationship system among the individual that facilitating interaction with aim to minimize the potential conflict and confrontation in human's life is known as politeness (Lakoff, 2005: 34).

There are many researchers of English communicative behavior assumed that a politeness is the specialty characteristics of them. As an English social

anthropologist namely Kate Fox, although many foreign visitors had complained of English languages rules, they are impressed by our courtesy (Fox, 2004)

## 2.1.2 Brown and Levinson's Theory of Politeness

### 1. Face and Face as wants

Face is derived from that of Goffman (1967) and an English folk term related to the embarrassment, humiliated, or 'losing face'. Faces can therefore be emotionally charged, lost, retained, or strengthened, something that requires constant nurturing in interaction.

Faces as needs could treat respect for faces as norms or values that accepted by the society members such a basic ideology that each member knows partially satisfies all other members. Like a necessary, a face can also be defined as negative or positive ones. The positive face and its derived positive politeness are less obvious. Interacting individuals tend to think that their personalities are to other interacting partners. Demands, it specifically includes a desire to be validated, understood, approved, liked or admired. The next step is to express that desire as wanting people's goals to be seen as desirable.

### 2. Face Threatening Act (FTA)

By definition, acts contrary to be the wishes of the addressee or speaker. Taking respect for the face may be treated as a set of norms or values shared by the society members. A simple bow to the face acts as a

diplomatic declaration of goodwill. In general, it is not necessary for an actor to fulfill someone else's wishes. Faces are routinely ignored, not only in cases of social disintegration or insulting, but also in cases of urgent cooperation or efficiency.

The main strategies for avoiding FTAs implemented by Brown and Levinson (1987) are:

- Speak straight or without taking preamble (bald on-record), speak with positive politeness, speak with negative politeness,
- Speak off-record or known as vaguely, where this strategy occurs when speaker says something directly and openly due to a situation such as an emergency.
- A reference to a positive courtesy strategy is a positive expression of taking respect for the other person, or it can be defined as solidarity expression.
- Negative politeness strategy which means that addressing people with respect without emphasizing who you are talking to. Strategies of the record politeness, a form of speech that saved the interlocutor's face by indirectly expressed non-verbal statements.

### **2.1.3 Strategies for doing FTAs**

Humans generally cooperate and assume the mutual cooperation to sustain interactions based on mutual vulnerability. In relation to the mutual vulnerability

of faces, any reasonable person will try to avoid these face-threatening behaviors or using the certain strategies to minimize the threat.

a. **Bald On-Record**

According to Brown and Levinson (1987), bare-on-the record strategies make no attempt to minimize the threat that speakers and writers pose to the reader's face. Speakers and writers tend to surprise, embarrass, or make the person they are talking to slightly uncomfortable. However, this type of strategy is commonly seen among people who know each other well and they are very comfortable to be around, such as relatives and family.

b. **Positive Politeness**

Brown and Levinson (1987) stated that the strategy can be used when both speaker or writer recognize that both hearer and reader are desired to receive respect. It also make sure that friendly and the mutuality of group expression is the relationship of them. Usually seen in groups or friends, or even in a place where people are given social occasions to get known each other perfectly. And then, we need to try minimizing the distance among them by expressing these 15 typical strategies of positive politeness:

**Strategy 1: Notice, attend to Hearer (his interest, wants, needs, goods)**

This strategy is about the necessary of speaker of being aware of the hearer's state aspect such notable changes or possessions, or several things

the hearer wants the speaker noticing and acknowledge, such the example below:

- Goodness, you look so gorgeous with that dress. Where do you buy it?
- You must be tired because it's a long journey. How about we get some rest first before doing our plan?

### **Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)**

This strategy often uses exaggerated intonation, emphasis, and other aspects of prosody to reinforce modifiers, such the example below:

- How absolutely incredible!
- What a luxury car you have!

### **Strategy 3: Intensify interest to Hearer**

The next way to speakers in allowing the hearers know that they share their desires is to reinforce the hearer's interest in contribution of conversation by making a good story, such the example below:

- I came to the class, and what do you think I see? – a huge mess all over the place, trash and stationary all over at every corner.
- You always do the chores! I'll do them this time.

### **Strategy 4: Use in-group identity markers**

This strategy allows the speaker to implicitly assert commonality with the hearer. This is carried by the group definition. These include the

address formats, language or dialects, jargon or slangs, and intra-grouped using ellipsis, such the example below:

- Come here, darling. (address forms)
- Lend us two *buck* then. (jargon or slang)
- How about a drink? (contraction and ellipsis)

### Strategy 5: Seek agreement

Another distinctive way in asserting common ground with the audience in this strategy is to look for ways agreeing with them. By engaging in safe topics, the speaker can emphasize the hearer's agreement, thereby satisfying the hearer's desire to do right way or to have their opinion confirmed. The increase of conversation also emphasizes agreement by repeating some or all previous utterance, such the example below:

- Isn't your new car a beautiful color! (safe topics)
- A: Sunoo eats mint chocolate ice cream almost every day!  
B: Oh my God, mint chocolate! (repetition)

### Strategy 6: Avoid disagreement

Another strategy of agreement related of how const in avoiding disagreement with the speaker. It is different from previous strategy where this strategy is marked by frequently response to initial action that require consent, but the person with such consent has a different perspective, such

the example as follows:

- A: You hate your Mom and Dad.
- B: Oh, sometimes.
- I'll meet you in front of the parking lot sign just before 3pm, then.
- Oh I can't. The quality isn't that good.
- It's really beautiful, in a way.

### **Strategy 7: Presuppose/raise/assert common ground**

In this strategy, gossip or small talk is a speaker's strategy to supplement free trade agreements by briefly talking about unrelated topics. This strategy is used to mitigate requests. A view operation is a natural language coded view of deixis. The personal center switch is the speaker-to-hearer switch. Here the speaker speaks as if the hearer were the speaker. Using the "living present" is a tense transition from the past tense to the present tense. Use proximal demonstratives instead of distal demonstratives. Avoid tailoring the report to the hearers point of view when the speaker is trying to emphasize commonalities with the hearer. Assumption operations occur when we assume that the speakers are assuming something to each other. It assumes knowledge of the hearer's wishes and attitudes. Accepting a "yes" answer is often used to show that the speaker is aware of the hearer's desires, preferences, habits, etc. Well-known forms of addresses such as "mate" and "darling" assume that the addressee is "known" and therefore familiar with the speaker-hearer relationship. assumes the hearer's

knowledge, and the use of the term assumes that the referent is known to the addressee . Examples:

- A: Oh this period hurts so much, Mom.
- B: Yes dear, it hurts terribly, I know.
- Ethan *says* he really loves your eyes.
- Don't you want some tea now?
- Hey darling, where have you been?
- You know I've got this test coming up, well how about lending me your encyclopedia notes?

#### **Strategy 8: Joke**

A joke is a display of humorous remarks in which the words used in a particular story make people laugh and should not be taken seriously.

Example:

- Okay, if I tackle those cookies now?
- How about lending me this old heap of junk? (hearer's new Cadillac)

#### **Strategy 9: Assert or presuppose Speaker's knowledge of and concern for Hearer's wants**

In this strategy, one way to show that the speaker and hearer are cooperating and thereby pressure the hearer to cooperate with the speaker is to recognize the hearer's wishes and be willing to respond to their own wish implies. Examples:



- I know you can't bear parties, but this one will really be good. Please come join us!
- I know you love daisy but the florist didn't have any more, so I brought you dandelions instead.

### **Strategy 10: Offer, promise**

To address the potential threat of some free trade agreements, speakers can emphasize cooperation with hearers in other ways. For example, he might argue that whatever the hearer wants, the speaker will want it for him and help him get it. Example:

- I'll drop by sometime next week.

### **Strategy 11: Be optimistic**

The strategy is that the speaker is so arrogant that cooperating with them comes with an implicit obligation of the speaker to also cooperate with the hearer, or at least an implicit claim that the hearer cooperates with the speaker configured. Examples:

- I've come to borrow some utensils.
- Look, I'm sure you won't mind if I remain you to do the chores today.

### **Strategy 12: Include both Speaker and Hearer in the activity**

When speakers use the form 'we' when they mean 'you' or 'I', they can evoke cooperative assumptions and thereby offer remedies FTAs.

Examples:

- Shall we (inclusive) eat?
- We (inclusive) want your little salt.

### **Strategy 13: Give (or ask for) reasons**

By engaging the hearer in practical thinking and embracing reflexivity (the hearer wants to hear what the speaker wants). As a result, the hearer comes to understand the validity of the speaker's FTA (or the speaker's wishes). Examples:

- Why not lend me your cottage for the weekend!
- Why don't we go to the seashore!

### **Strategy 14: Assume or assert reciprocity**

The existence of cooperation between the speaker and the hearer can also be asserted or demanded by stating the mutual rights or obligations of the speaker and the hearer. Example:

- I did X for you last week, so you do Y for me this week.

**Strategy 15: Give gifts to Hearer (goods, sympathy, understanding, cooperation)**

The speaker can satisfy the hearer's active needs (the speaker's desire for the hearer's needs to some extent) by actually satisfying some of the hearer's needs.

c. Negative Politeness

Brown and Levinson (1987) stated that the speaker and writer admit that they want the hearer and reader to be respected, but they assume that they respect the hearer and reader in some way. Use negative politeness strategies similar to positive politeness. Impose and sabotage its location. Therefore, it is automatically assumed that there may be social distancing or awkwardness in the situation. Here are 10 Strategies for Negative Politeness:

**Strategy 1: Be conventionally indirect**

In this strategy, the speaker faces the conflicting tension of the desire to push the hearer into indirect action and the desire to go on record. This case is solved by compromising traditional indirection, that is, by using phrases and sentences that have a different contextual meaning than their literal meaning. Traditional indirection encodes both conflicting needs and partially reaches. Examples:

- Can you please pass the sugar?
- I need a scissors.

- Can you pass the sugar?

### Strategy 2: Question, hedge

In literature, a "hedge" is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set. It says of this affiliation that it is true in part or only in certain respects, or is perhaps more and more complete than might be expected. Examples:

- Daniel is *true* friend.
- I *guess* that Ben is coming.
- Close the door, *if it isn't already closed*.
- I absolutely *believe* ...
- *I hate to have to say this, but* we are already in our 20s.

### Strategy 3: Be pessimistic

This strategy compensates for the hearer's negative face by expressing suspicion that the conditions that the speaker's speech act is appropriate are met. Examples:

- Could you jump over that five-foot fence?
- Here you wouldn't have brought money, would you'?

#### Strategy 4: Minimize the imposition

A speaker can coerce a hearer when he asks them to do something. So the speaker should be aware that Rx (the essence of the seriousness of the imposition) is considered polite. Examples:

- I just dropped by for a minute to ask if you could lend me some money.
- It's just that I've come as it were to see you for sort of a moment.

#### Strategy 5: Give deference

This strategy consists of using remarks to show respect between the speaker and the receiver.

- We look forward very much to (eating or dining) with you.
- Would you (like or care for) a bread?
- Oh yes, (please or thank you).

#### Strategy 6: Apologize

By apologizing for having made an FTA, the speaker expresses that they do not want to affect the negative face of the hearer, and can partially offset that effect.

- I'm sure you must be very busy, but ...
- I hope this isn't going bother you *too* much.
- I simple can't manage to ...
- I'm sorry to bother you ...

- Would you, forgive me ...

### **Strategy 7: Impersonalize Speaker and Hearer**

This strategy usually avoids the pronouns "I" and "you" and does not refer to both the speaker and the hearer of the utterance.:

- Take that out!
- It seems (to me) that ...
- I would appreciate that ...
- Okay, *you guys*, let's get it
- Excuse me, *sir*

### **Strategy 8: State the FTA as a general rule**

Indication of a free trade zone as an example of some general social rules, regulations or obligations.

- (a) Passengers will please refrain from flushing toilets on the train.
- (b) You will please refrain from flushing toilets on the train.

### **Strategy 9: Nominalize**

According to Ross (1972), rather than the syntactic categories of ancient grammarians such as nouns, verbs, and adjectives suggest a syntactic fact that verbs form a continuum from adjectives to nouns.

Example:

- You performed well on the examinations and we were favorably impressed.

### **Strategy 10: Go on record as incurring a debt, or as not incurring**

#### **Hearer**

Speakers can rectify free trade agreements by explicitly alleging guilt or denying guilt to hearers.

- I could easily do it for you.
- It wouldn't be any trouble, I have to go right by there anyway.

#### d. Off-Record (indirect)

According to Brown and Levinson (1987), this strategy is used when the main goal is to take some of the load off the speakers and hearers. In this situation, the speaker and writer escape coercion. The application of this theory is about how speakers and writers speak to other speakers or hearers, whether it is unrecorded or recorded. In English, you can use formal language to talk to strangers and high-ranking people. Informal speech, on the other hand, is used to speak to family, friends, and colleagues (Tillitt and Bruder, 1985: vii).

#### **2.1.4 Factors influencing the Choice of Politeness Strategies**

Brown and Levinson (in Goody, 1978: 71) states that there are two factors that influence a speaker's execution of a particular politeness strategy. These two factors are payment and related circumstances.

### a. Payoff

Brown and Levinson (in Goody, 1978: 71-72) concludes that speakers can receive payments related to each strategy they execute. For example, the speaker convinces the hearer that he is an honest person, and the speaker convinces the hearer that he is an honest person, giving the hearer trust. The speaker can avoid being misunderstood because the speaker performs the facial threat without having to make any effort to minimize it. On the other hand, the speaker deviates from the recording in order to make the hearer understand what they are saying. In addition, the speaker has the advantage of avoiding responsibility for interpretations that may hurt the hearer's face. Moreover, by deviating from the recording, the speaker gives the hearer the opportunity to be seen as a caring person.

The benefits of pleasing the positive face of hearers are payoffs for speakers who choose to implement positive politeness strategies. Speakers can minimize the threats they face by demonstrating that they belong to the same group as their hearers. Additionally, employing aggressive politeness strategies can help speakers avoid threatening behavior such as demands and offers. On the other hand, a speaker who chooses a negative politeness strategy can take advantage of pleasing the hearer's negative face. Using this strategy gives speakers the following benefits: B. Avoid future guilt over facial threats, respect the hearer, and maintain social distance between the two.



## **b. Relevant Circumstances**

Aside from rewards, the choice of a particular courtesy strategy is also influenced by relevant circumstances. Brown and Levinson (Goody, 1978: 74) identifies three types of relevant situations that influence the speaker's execution of the polite strategy, based on the severity of the face-threatening act. These situations rank social distancing, relative power and imposition.

### **1) Social Distance**

According to Brown and Levinson (in Goody, 1978: 76-77) social distancing can be defined as a symmetrical relationship between hearer and speaker. The dominant factor in social distancing lies in the social attributes of the two parties. Social distancing is determined by several factors such as gender, age and intimacy. For example, if the hearer and speaker are of similar gender and age, politeness strategies between them may be less formal than if they are of the same gender but have different age gaps.

### **2) Relative Power**

Based on Brown and Levinson (in Goody, 1978: 77) Relative power is the asymmetrical relationship between the speaker and the hearer. Human power, in this term, can be defined as a person's role in society. To determine if someone has power, this can be viewed in terms of his/her material and metaphysical control. Make an impact. For example, if a boss and an employee are having a conversation, the boss can use informal politeness in starting the conversation because he has more power than the

employee. In contrast, employees are less powerful and must be polite when speaking to their bosses.

### 3) Rank of Imposition

According to Brown and Levinson (in Goody, 1978: 77) the imposed rank occurred in special circumstances. Furthermore, Brown and Levinson state that the absolute order of imposition is determined by the degree of the agent's positive and negative desires. Intrusive rank is categorized as a factor that influences courtesy strategy, as some people cannot accept to face some kind of threat.

## 2.2 Previous Studies

The first study is titled *The Use of Politeness Strategies in the Conversation between Ben Whittaker and Jules Ostin in The Intern Movie* (2017) by Heni Budi Astuti. The author uses Brown and Levinson's theory of politeness to analyze the politeness of Ben Whittaker and Jules Austin in the movie *The Interns*. The film tells the story of Senior Ben Whittaker, who becomes a senior intern at his online fashion site called [aboutthefit.com](http://aboutthefit.com). Founded and directed by Jules Ostin, younger than Ben Whittaker. An interesting exchange between Ben Whittaker and Jules Ostin provides a good example of the use of politeness strategies. Upon analysis, the authors found that the film's protagonist uses all the politeness strategies suggested by Brown and Levinson. The strategy most often used by the main characters Jules and Ben in the interns is aggressive politeness.

Positive politeness was used 41 times, negative politeness 36 times, off the record 26 times, and immediately on record 13 times.

The second study is titled *The Use of Brown and Levinson's Politeness Strategies by the Main Characters of Bride Wars Movie (2016)* by Widanti Septiani. The authors used document analysis as a research method. This was the primary source of data for the scripts of the Bride Wars films. Also, other courtesy cues were considered secondary. In analyzing the data, the authors used Brown and Levinson's politeness theory to classify her two main characters in Bride Wars utterances into her four politeness strategies. Analysis revealed that the two main characters employ her four politeness strategies: Bold on Record, Positive Politeness, Negative Politeness, and Off the Record. Positive politeness was speculated to be the most used strategy, while negative politeness was thought to be the least used strategy. The second result of this study indicates that respect and sociological factors are factors that influence politeness choices. Payments include negative courtesy payments, positive courtesy, negative courtesy, and off-record.

The third study is titled *Politeness Strategies in Drumline Movie (2015)* by Ignatius Andra Aditya. This study is expected to contribute to the body of knowledge on the application of the Brown and Levinson politeness strategies used in the film. The purpose of this study was to (1) identify the types of negative and positive politeness strategies that characters use for communication, and (2) to identify the types of characters affected by politeness strategies. It was to find relationship development. As a result, it was found that the Drumline characters used negative phrasing rather than positive courtesy. We have 28

datasets containing politeness strategies, indicating that 20 were negative politeness strategies and 8 were positive politeness strategies. Initially, characters often use positive politeness as an entry point or starting point for socialization, and then often use negative politeness strategies to maintain relationships, and this is what character It also triggers the development of relationships.

All studies using Brown and Levinson's theory as the main theory that states kinds of politeness strategies are: Bald On-Record, Positive Politeness, Negative Politeness, and Off-Record. The different between my research and the three studies above is my research focus on strategies of positive politeness and negative politeness, while Heni (2017) and Widanti (2016) analyzed four types of politeness strategies and Ignatius (2015) only focus to analyzed positive politeness and negative politeness. The similarity with the three studies before is the data used based on movie. This study also used Brown and Levinson's politeness theory to focus on analyze Positive and Negative Politeness Strategies of all character in Eighth Grade movie.

### **2.3 Theoretical Framework**

The main theory that used in this study is Brown and Levinson's theory to analyze positive and negative strategies used in Eighth Grade movie. Brown and Levinson (1987) show that an individual's self-esteem (face) motivates polite strategies (solidarity, self-restraint, avoidance of overt intrusion). From Brown and Levinson's theory, we can learn what conversation analysis uses to refer to the phenomenon that responses after certain kinds of conversational exchanges are often not strictly equivalent - one type of The response (preferred) is direct,

abbreviated, structurally simple and immediate. This theory certainly helps researchers answer two of her research questions. Corresponding theories are regulated by researchers, and the theories described can be used to answer research questions. The researcher focused on his one of the politeness strategies in this study: positive politeness and negative politeness.

