

CHAPTER I

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

1.1 Review of Related Theories

1.1.1 Sociolinguistics

Janet Holmes (1992:22) Sociolinguistics is the study of the interaction between language and society. Sociolinguistics is classic studies, this explained the role of language in a variety of social contexts, considering both how language works and how it can be used to signal and interpret various aspects of social identity).

1.1.2 Politeness

Speech can actually express more than one function in greeting, any function can be expressed easily. The word "please" in politeness is the main thing in social speaking, not only the word "please" but also the word "thank you" these two words exemplify good politeness. Politeness does not always have to depend on the word "please" but very often people use the word please as a reference depending on the intonation used and the tone of voice, but it is not clear whether it can increase politeness in speaking style. Politeness in linguistics involves strategies and discourse or linguistic devices that can be felt by others. For example, when we talk to friends, we don't need to be too polite, but when we talk to parents, teachers, lecturers at this time politeness becomes our consideration

1.1.3 FTA (Face Threatening Acts)

Politeness may take the form of an expression of good-will or camaraderie, as well as the more familiar non-intrusive behavior which is labelled 'polite' in everyday usage (Holmes, 1996:5). This definition derives from the theories proposed by Goffman (1967) and Brown and

Levinson (1987), which describe politeness as showing concern for people's 'face'. The term 'face' is a technical term in this approach. It goes further in treating almost every action, including utterances, as a potential threat to someone's face (Holmes, 1996:5).

Any utterances, including suggestions, advice, and requests, which could be interpreted as making a demand or intruding on another person's autonomy can be regarded as Face Threatening Acts (FTA).

According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearers' "face." Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. Usually people try to avoid embarrassing the other people, or making them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his/her self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's.

Brown and Levinson follow the concept which was firstly proposed by Erving Goffman. According to Goffman, the term face may be defined as the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact (Goffman, 1967:5). It will determine how far the speaker being polite or being impolite in producing utterances and it is related to the emotional control of the speaker which a playwright can apply in a character.

Everybody has face needs or basic wants and people generally cooperate in maintaining each other's face, and partially satisfying each other's face needs. Politeness involves showing concern for two different kinds of face needs: first, negative face needs or the need not to be imposed upon; secondly, positive face needs, the need to be liked and admired. Behaviour which avoids imposing on others (or avoids 'threatening their face') is described as evidence

of *negative politeness*, while sociable behaviour expressing warmth towards an addressee is *positive politeness* behaviour (Brown and Levinson, 1987).

The speaker-writer uses the negative politeness strategy which is similar to positive politeness in that the speaker-writer recognizes that the listener-reader want to be respected however, the speaker-writer also assumes that he or she is in some way imposing on the listener-reader and intruding on his or her space. Therefore, these automatically assume that there might be some social distance or awkwardness in the situation.

While positive politeness strategy is used when the speaker-writer recognizes that the listener-reader has a desire to be respected. It also confirms that the relationship is friendly and expresses group reciprocity. It is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the listener-reader's need to be respected (minimize the FTA).

1.1.4 Strategies for doing FTAs

In Condition of the context of mutual vulnerability of face, any rational people will seek and avoid these face – threatening acts, or will employ certain strategies to describe and minimize threat. In many way people may not saying good word sometimes is an act, which challenges the face wants of an interlocutors. It can be concluded that the speaker can recognize the hearer that desire to be respected. Based on Brown and Levinson there are fifteen strategies of Positive Politeness, as a section bellow :

1. Notice, and attend to Hearer

This strategy suggest to speaker and hearer to should pay attentions the way The hearer take conditions of noticeable changes, their ownership or anything which looks as though Hearer want to Speaker notice it.

Example :

- Oh my good, you look gorgeous with these earring. Where do you buy it?
- This food looks so delicious, where did you learn that?

2. Exeggrate

This speaker can use this strategy to define the hearer feelings. According to Brown and Levinson (1987) by speaking with excessive intonation, stress, and other prosodic aspects as well as with intensive modifiers.

Example :

- This was Amazing!
- What a nice dress you have!

3. Intensify interest to Hearer

The Speaker wanted increase the Hearer notice by making contribution with their conversation and make any good discuss.

Example :

- Yesterday I took a dance class, and did you know? the dancers were great.
- You always give positive advice to me.

4. Using in Group Identify

This strategy made Speaker and Hearer show their intimacy in some groups to claim some similarity to the H carried by the group of address form, jargon, slang, languages or dialect and ellipsis :

Example :

- Don't be sad, lets Cheer Up Together (slang)
- Can you spell the tea ? (Slang)
- Think out of the box (jargon)



5. Seek Agreement

This strategy allow the Speaker and Hearer to agree with one statement. Brown and Levinson (1987)

Example :

Safe Topic : isn't your new car has a beautiful color?

6. Avoid Agreement

This strategy make the speaker can hide their dissagrement and makes the hearer's good to save the hearer face. Brown and Levinson (1987).

Example :

- A: That's where you live, London?
- That's where I was born.

7. Presuppose/Raise/ Assert common ground

This Strategy can be used to share same interest or opinion between the speakers and hearer. Brown and Levinson (1987).

Example :

- Last week I had a really hard time in cooking class

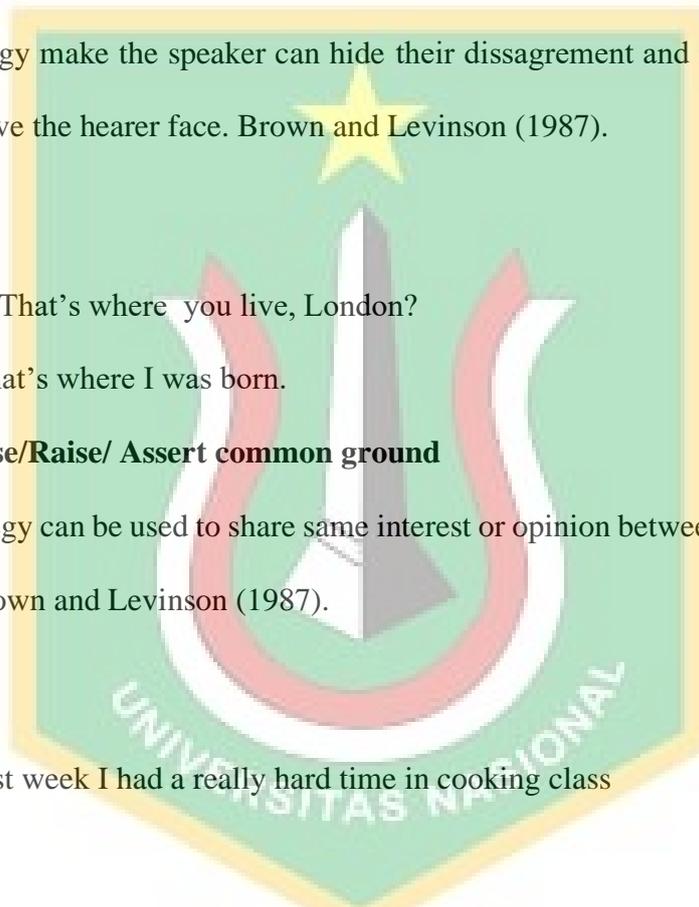
8. Joking

The Speaker can show solidarity to the hearer to make relieve a situation by making a joke. Brown and Levinson (1987).

- Example : Did you really pass the ball at that moment , dude?
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9. Asserting the speaker's concern for the hearer wants

This strategy can make speaker gave a concern to the hearer of declaring what hearer's want or willingness. Brown and Levinson (1987).



Example :

- I know you can't come to the party, but this one will be really good to come!

10. Offer and Promise

This strategies can make Hearer believe that speaker by offering something or help and promises that the speaker can do it . Brown and Levinson (1987).

Example :

- I'll call you this afternoon.

11. Be optimistic

The strategy make the speaker being optimistic, by assuming that the hearer wants what the speaker wants for themselves and the hearer will help the speaker get it. Brown and Levinson (1987).

Example : I've come a slice pizza.

12. Include both speaker and hearer's activity

The Speaker can use "we" in the conversation it showed speaker and hearer in the same situation . Brown and Levinson (1987).

Example : Let's have a dinner, then.

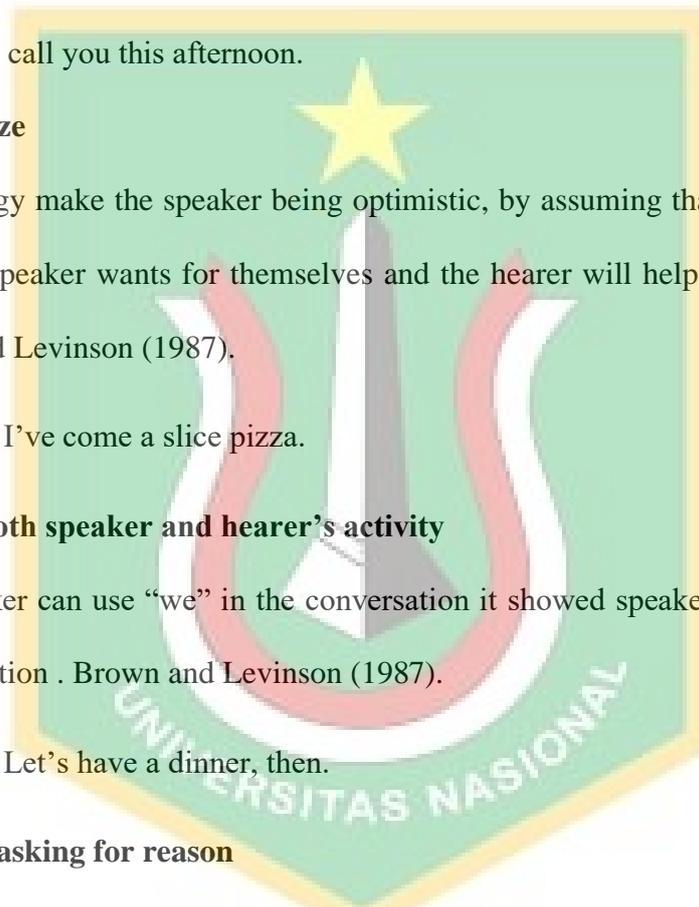
13. Give and asking for reason

The speaker and Hearer can each other gave and asking for reasons of something for what they wanted. Brown and Levinson (1987).

Example : Why don't we go fishing?

14. Assume reciprocity

This strategy makes speakers and hearers have reciprocity between speakers and hearers, can make profits for them. Brown and Levinson (1987).



Example : I'll give you a cake if you want share your candy to me.

15. Give gifts to hearer

This strategys make Hearer can be a good listeners to Speaker and reciprocal for make feels good for them. Brown and Levinson (1987).

Example : I Just know that your uncle pass away last week, I'm Sorry to hear that.

1.2 Previous Studies

This chapter is to review other related theories with similar topic related with from founding several the other previous several researchers that are related to research.

The First Research is Ning Zhao (2008) who wrote a journal article entitled “*Analyzing the Meaning in Interaction in 5 Politeness Strategies in Scent of a Woman*”. This research analyzes politeness strategies used by characters that are newto each other. He conveys that the strategies used in the movie are positive politeness,negative politeness, off-record and bald on record. He concludes that the strategies break the boundaries between the characters that have junior and senior relationship, and shorten the distance between them and built a friendship between them. The research above is relevant to the chosen topic of this research because it discusses about the politeness strategies proposed by Brown and Levinson (1987) as well. The data of this research is also similar with the above research; that is dialogue movie.

The Second Research Rainy Nur Norra, *An Analysis of Politeness Strategy in 'Her' movie*. A thesis. Jakarta: English Letters Department, Letters and Humanities Faculty, State Islamic University (UIN) Syarif Hidayatullah, Jakarta. 2016. This thesis is the study of pragmatics on the use of politeness strategy in movie entitled 'Her'. It is a qualitative research. The theory used in this thesis is Brown and Levinson's Negative Politeness Strategy, and supported by Ronald Wardaugh Politeness and Solidarity theory. The researcher also analyzes

the relation between distance and the choice of strategy and how the strategy works in the conversation. By applying the theories, the researcher knows that the characters use the politeness strategy as we know that politeness strategy have several sub-strategies that have a different purpose. Those sub-strategies are bald on record, positive politeness, negative politeness, off record, and don't do FTA. They uses those strategies relates to the context of the conversation and the situation. Furthermore, Wardaugh theory about solidarity and politeness are not necessarily main reflection about how the character behavior to each other. Their relation is close but they still polite although the tension of the situation heat up. In conclusion, politeness strategy use to maintain the hearer face in order to communication going well, and the sociological variable such as power, distance, and ranking of imposition is not the main factor that someone uttered polite or impolite, it is based on the situation.

The Third Research This thesis discusses the politeness strategies in Home Alone 1 movie. Home Alone 1 told the story of a child named Kevin who tried to keep his house from burglars. Kevin used politeness strategies to launch his ambitions. The purposes of this study were as follows: (1) to know kinds of politeness strategy used by the main character in the home alone 1 movie, (2) to know how the main character used the politeness strategies. This thesis used a pragmatic approach from Eva Alcon Soler and Aricia Martinez Flor (2008), and politeness from Brown and Levinson theory (1978). The method used qualitative research and descriptive method to analyze the data, the researcher used the documentation to collect the data, source of the data was taken from the dialogues and the scene in Home Alone 1 movie. The finding in this thesis showed that Kevin used politeness strategies to keep his house from burglars and communicated with other characters. (1) there were four types of politeness strategies used by Kevin were bald on record, positive politeness, negative politeness, and off record, (2) the ways Kevin used the politeness strategy there were direct communicating and indirect communicating.

All of these Research uses the theory of Brown and Levinson (1987) as a research reference, most of the discussion discusses the theory used, some researchers also conducted this research because it contains politeness in the conversation itself, while I examine what politeness is used in daily conversation.

1.3 Theoretical Framework

This study aims analyzing the use of politeness strategies used by the Lilo and Stitch movie based on Brown and Levinson theory. The study is particular on the relevant theories and answers the study using the theories which have been explained. Since focus of this study is used of politeness strategies by the main characters, it would be related to many utterance in daily conversation. The first research problem of this research is “what kind of conversation between the characters” will be solved using brown and related theories to discuss namely, positive politeness, negative politeness, bald on record and off record theories. The four theories are used in examining the data. Levinson’s Theory.

