

## CHAPTER II

### REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

#### 2.1 Review of Related Theories

##### 2.1.1 Pragmatics

Pragmatics is a branch of linguistics that examines the use of language in communication that pays attention to the meaning communicated by the speaker and interpreted by the interlocutor. Yule (1996) argued that pragmatics is the study of the meaning conveyed by speakers to speakers or interlocutors. One aspect of existing pragmatics is the concept of advance. This face concept is clearly related to the communication process in maintaining a good impression because, in social interaction activities, humans need a face to maintain their self-image (Guan & Lee, 2017). Meanwhile Goffman (1967) describes the concept of face as a social value that is desirable in conversational contact with respect to language politeness.

On the other side Grice (1975) put forward the following principles of cooperation, the principle of quantity, the principle of quality, the principle of relationship, and the principle of means. In contrast to Leech in Rahardi (2005), in the interaction, speakers need another principle besides the cooperative principle, namely the principle of politeness "principle of politeness." The principle of politeness has a number of maxims, namely tact maxim, generosity maxim, generosity maxim, approval maxim, modesty

maxim, agreement maxim, and agreement maxim. The maxim of sympathy "sympathy maxim. Whereas Lakoff in Chaer, (2010) explains that there are three provisions for fulfilling politeness in speaking, namely the formality scale, the hesitancy scale, and the similarity scale. Meanwhile, Brown and Levinson mentioned 4 politeness strategies, bald on record, positive politeness, off-record, negative politeness, and not doing FTA (face-threatening act). Therefore, the theory explained by Brown and Levinson was chosen to be the reference in this study because it is the most influential theory in linguistic politeness.

### **2.1.2 Brown and Levinson Theory Politeness Strategy (1988)**

#### **1. Face**

Face is derived from that Goffman (1967) and from the English folk term, which ties face up with notions of being embarrassed or humiliated, or losing face. Therefore face is something that is implanted emotionally, and can be lost, maintained, or enhanced, and must always be considered in interactions.

#### **2. Face as wants**

Face as wants. It would have been possible to treat the respect for face as norms or values subscribed to by members of a society. Instead, treat the aspects of face as basic wants, which

every member knows every other member desires, and which in general is in the interest of every member to partially satisfy. Face is also defined as negative face and positive face. Negative face, with its derivative politeness of non-imposition, is as familiar as the formal politeness that the notion "politeness" immediately conjures up. But a positive face, and its derivative forms of positive politeness, are less obvious. The most salient aspect of a person's personality in interaction is what that personality requires of other interactants in particular, it includes the desire to be ratified, understood, approved of, liked or admired. The next step is to represent this desire as the want to have one's goals thought of as desirable.

### **3. Face Threatening Act**

A Face-threatening Act (FTA) is an act (linguistic or non-linguistic) that threatens someone's positive or negative face.

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

##### **1. Bald on Record**

Bald on record is one of the strategies described by Brown and Levinson. A direct way of saying things, without any minimization to the imposition, in a direct, clear, unambiguous and concise way. This strategy may follow suitability with

Grice's maxim (1975). These maxims are intuitive characterizations of conversational principles that will serve as guidelines for achieving maximally efficient communication.

## 2. Positive Politeness

According to Brown & Levinson politeness is the way to convey the utterance as polite as possible which in this case is needed to minimize conflict with others. Positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants (or the actions /acquisitions /values resulting from them) should be thought of as desirable. Unlike negative politeness, positive politeness is not necessarily redressive of the particular face want infringed by the FTA. positive politeness strategies are formed into 15 strategies, namely:

1. **Strategy Notice, attend to H (his interest, wants, needs, goods):** This strategy must pay attention to aspects of the listener's condition. The speaker speaks to the listener by observing the listener's interests, behavior, needs, and goods. It can be used as a compliment, offer or request.

Example:

- A: You must be tired because you have been driving this car for so long.

B: How about we take a break for a bit?

## 2. Strategy Exaggerate (interest, approval, sympathy with

**H**): In this strategy, speakers often speak with excessive intonation or stress to the listeners. Usually associated with words such as really, exactly, actually, and so on.

Example:

- How wonderful! What a fantastic garden you have!

## 3. Strategy Intensify interest to H: S increases interest in H.

This strategy is a continuation of the second strategy above.

The feeling of interest in the speech partner can be intensified again with the following compliments.

Example:

- A: Your test scores are good bro

B: Thank you, bro

A: Your score was very good because only you got that score and you were ranked 1st out of 60 other students

## 4. Strategy Use in-group identity markers: In this strategy,

S can implicitly claim a meeting point with h which is

carried by the definition of the group. This includes the use of forms of address, language or dialect, jargon or slang, and ellipsis in groups. This strategy is used to show solidarity between speakers and speech partners.

Example:



**5. Strategy Seek agreement:** S seeks and seeks agreement with H. The speaker can repeat some of the speech partner's speech to show that S agrees and follows whatever information is said by H.

**Example:**

- A: Why are you crying?  
B: My beloved parrot died. I've taken care of him since birth.  
A: The beloved parrot died? Losing a beloved pet is very sad.

**6. Strategy Avoid disagreement:** The speaker avoids conflict with the speech partner. Strategy 6 is used when the actual speaker does not agree with the speech partner. However, in order to save the positive face of the interlocutor, the speaker minimizes his disapproval.

Example:

- A: I think our class leader is Amtul because he has good grades

B: Amtul is indeed the best academic among us. He probably knows this class very well. However, it's a good idea to look at other aspects as alternative considerations.

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

This strategy did with small talk or gossip. The value of this is to spending time. This is when the S and H knowledge were equal. This strategy is related to something like supposing a number of speaker and hearer equations to reduce FTA through a conversation that may interest the hearer with the speaker's utterance. It is like an effort to be with the hearer as a mark of friendship or interest. This strategy shows that friendship is the cause of have quality time between speaker and hearer.

### 8. Strategy Joke: S uses a joke. Jokes can be used to save face when the speaker wants to disrupt his good image.

Example:

- A: We have to prepare o to mentally train the new students

B: If you want to train mentally. Just be a MU fans

**9. Strategy Assert or presuppose S's knowledge of and**

**concern for H's wants:** This strategy is one way indicating that S and H are cooperation, and thus potentially to put pressure on H to cooperate with S, is to assert or imply knowledge of H's wants and willingness to fit one's own wants in with them.

Examples:

- I know this letter should be received by 10am tomorrow. do i go to your house tonight? (request)
- I know you're going to see a movie, but it's my birthday, come to my house! (request/offer)
- I know you like chocolate but it's sold out in the store, so I bought you some ice cream. (offer + apology)

**10. Strategy Offer, promise:** S makes an offer or promise to H.

Promising is a pleasant action for H. Sometimes promises are also made when refusing the speech partner's offer so that with that promise the speech partner's face is saved.

Example:

- I can't be there now but tomorrow I will be at your



house at 8 am

**11. Strategy Be optimistic:** This strategy is for S to assume that H wants S's wants for S (or for S and H) and will help him to obtain them.

Examples:

- In here, I playing football to win not to lose

**12. Strategy Include both S and H in the activity:** The speaker tries to involve the speech partner in joint activities. The act of inviting is an action that supports the good image of others. The other person feels considered and humanized.

Example:

- Should we go ahead?
- We agree with your statement
- We are on our way and will soon be on time to that restaurant.

**13. Strategy Give (or ask for) reasons:** S gives or asks for reasons or considerations. In order for a person's self-existence to be increasingly recognized, sometimes his opinion also needs to be asked. By asking for H's opinion, S shows that H is valued.

Example:

- Why don't we go to the park!
- Why not give me that gift!

**14. Strategy Assume or assert reciprocity:** This strategy is

also called reciprocity or repaying the good actions of others. Sometimes speakers are reluctant to accept help from speech partners. However, when the said partner shows that his action is a response to the speaker's kindness in the past, the speaker tends to be more accepting of this assistance.

Example:

- A: I was once taught by uncle to make good coffee, come here let me teach you  
B: seriously?  
A: yes, let's just say yesterday's payment, for taking me home.

**15. Strategy Give gifts to H (goods, sympathy,**

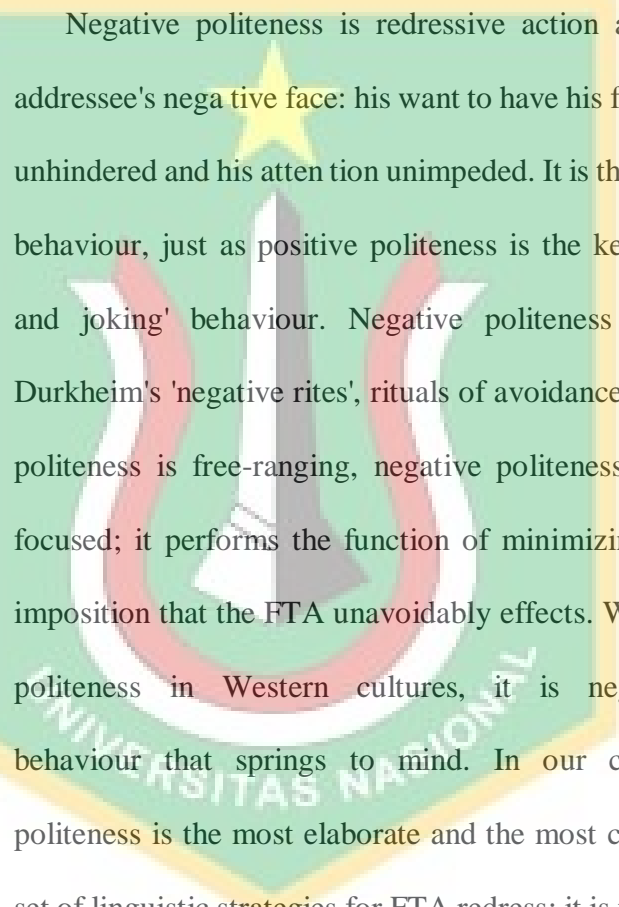
**understanding, cooperation):** The speaker gives sympathy to the speech partner. A speech partner will feel more appreciated when he gets sympathy from the speaker.

Example:

- Making latte art is not easy. but your latte art is pretty

good and almost close to the original picture. If you keep practicing, it won't take long for your latte art to become even more beautiful

### 3. Negative

The background of the text contains a large, semi-transparent watermark of the Universitas Nasional logo. The logo is a shield-shaped emblem with a green background and a yellow border. It features a central white and grey design that resembles a stylized 'U' or a traditional symbol, with a yellow star at the top. The text 'UNIVERSITAS NASIONAL' is written in white across the bottom of the shield.

Negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded. It is the heart of respect behaviour, just as positive politeness is the kernel of 'familiar' and 'joking' behaviour. Negative politeness corresponds to Durkheim's 'negative rites', rituals of avoidance. Where positive politeness is free-ranging, negative politeness is specific and focused; it performs the function of minimizing the particular imposition that the FTA unavoidably effects. When we think of politeness in Western cultures, it is negative-politeness behaviour that springs to mind. In our culture, negative politeness is the most elaborate and the most conventionalized set of linguistic strategies for FTA redress; it is the stuff that fills the etiquette books (but not exclusively - positive politeness gets some attention).

### 4. Off Record

The last politeness strategy described by Brown and

Levinson is an indirect strategy; This strategy uses indirect language and takes away from the speaker's potential to impress. Off record utterances are basically the use of language indirectly to construct off record utterances. Someone said something more general or actually different than he meant.

## 2.2 Previous Studies

Many people have studied politeness strategies. Therefore the study of politeness strategies is interesting to be examined again. Researchers have searched for 4 previous studies from theses and journals regarding politeness strategies. The following journals and theses will be reviewed:

First, entitled "politeness strategies used by George Milton in John Steinbeck's *Of Mice and Men*". This study is a thesis, written by Yuni Murliati 2013 Islam Negeri Sunan Kalijaga University. This research is a qualitative research that analyzes data descriptively. The data source was obtained from the novel by John Steinbeck *Of Mice and Men*. The research data is limited to the directive expressions of its main character, namely George Milton. The technique used in collecting data is a documentation technique. Data analysis is based on Politeness Strategy theory by Brown and Levinson. The results of this study indicate that George Milton character often gives orders rather than making requests and suggestions. Found 35 commands, 20 requests, and 5 suggestions. George Milton's use of politeness strategies is varied. George Milton tends to use a bald on record strategy in giving orders. Meanwhile, in

expressing requests and suggestions, he often uses positive politeness and negative politeness strategies. The choice of a particular strategy is greatly influenced by George Milton's consideration of the face of his interlocutor and by the influence of the context of the situation and condition of the interlocutor (politeness strategies used by George Milton in John Steinbeck's *Of Mice and Men*, n.d.)

Secondly, the thesis entitled "Positive Politeness Strategies in James Corden's Interview on *Recode Decode Talk-Show*". This study is a journal article, written by Ni Wayan Ika Mahayani and Ni Ketut Sri Rahayuni 2018 Udayana University. The researcher identified the function of language using positive politeness strategies. The data in this study were obtained from talk show conversation transcripts. Statements used as data sources are statements in conversations that use positive politeness strategies. The collected data are classified according to the theory of Brown and Levinson (1987) regarding politeness strategies to analyze positive politeness strategies in talk show transcripts. Based on the theory above, there are seven positive politeness strategies found in this talk show, including: notice, attend to H (interest, desire, need, goods), exaggerate (interest, approval, sympathy for H), seek agreement, avoid approve, joke, include S and H in activity, and Give (or ask) a reason (Ika Mahayani et al., 2018).

Third, entitled "Negative Politeness Strategy of Ahok Statement in the Talk Show of Mata Najwa". This study is a journal, written by Sri Hartati 2020 Gunadarma University. As one of the politeness strategies, negative

politeness is a strategy used in narratives that elevates the interlocutor while maintaining a positive face. The speaker tries to treat the speech partner by raising the position of the speech partner and the speaker also limits his position to protect the speech partner's face. The purpose of this study was to find out the negative politeness strategies used by Ahok in the Mata Najwa talk show. The method used in this research is qualitative method. The results obtained in this paper show that the negative politeness strategies that Ahok often uses in the Mata Najwa talk show program are hedging, using plural pronouns to replace me and you, and using interrogative sentences. He uses negative politeness strategies with the aim of avoiding direct responsibility for what he says and he is also trying to save face for his partner (Hartati, 2020).

Fourth, entitled "positive and negative politeness strategies on requestive directive speech acts in the Korean drama hi bye, mama" (pragmatic studies). This study is thesis, written by Shabrina Cahaya Dita 2022 Nasional University. This research focuses on pragmatic studies that discuss positive politeness strategies and negative politeness strategies in directive speech acts of asking from the drama series hi bye mama. The purpose of this study is to find out which directive speech acts of asking contain positive politeness strategies and negative politeness strategies contained in the drama series hi bye mama. The method used in this research is descriptive qualitative research using the listening method with tapping techniques followed by note taking techniques. The theory used in this study

is Yule's directive speech acts and Brown and Levinson's politeness strategies. Based on the results of the study, 72 data of asking speech acts were found which were then identified again according to the positive and negative strategies. There are 38 positive politeness strategy data and 23 negative politeness strategy data. The most widely used politeness strategy is the positive politeness strategy, by using this strategy the speaker shows a sense of concern, familiarity and gives the assumption that the speaker and the interlocutor have the impression of the same fate (strategi kesantunan positif dan negatif dalam tindak tutur direktif meminta pada drama korea hi bye, mama (kajian pragmatik) positive and negative politeness strategies on requestive directive speech acts in the korean drama hi bye, mama (pragmatic studies), n.d.)

This study discusses the same topic as the fourth study above. This research takes data sources from movie and this research focuses on positive politeness strategies. The difference in first previous study is the data source, the data source used was taken from the novel *Mice and Men* by John Steinbeck, and the strategy used was bald on record, positive politeness, negative politeness, and off-record. The second previous research was a data source, the data source was taken from talk shows. Meanwhile, in the third previous study, the data source used was the same as in the second study and the strategy used was a negative strategy. Finally, in the fourth previous study, the difference is in the data source, and the data source taken from talk shows.

### 2.3 Theoretical Framework

According to Yule (1996) the important theory of politeness strategy in conversation is the face concept. The concept of face is important in studying the use of language as a communication tool. This study will discuss the concept of face, face threatening actions, and language politeness strategies. This study aims to identify and describe positive politeness strategies contained in the movie entitled "Straight Outta Compton". To determine the positive strategies in the movie I uses Brown and Levinson's theory. The positive politeness strategies are strategy 1: notice, attend to H (wants, needs, interests, good); strategy 2: exaggerate (interest, approval, sympathy with H); strategy 3: intensify interest to H; strategy 4: use in group identity markers; strategy 5: seek agreement; strategy 6: avoid agreeing; strategy 7: presuppose/raise/asset/common ground; strategy 8: joke; strategy 9: assert or presuppose S's knowledge of and concern for H's wants; strategy 10: offer, promise; strategy 11: be optimistic; strategy 12: include both S and H in the activity; strategy 13: give (or ask for) reason; strategy 14: assume or assert reciprocity; strategy 15: give gifts to H (goods, sympathy, understanding, cooperation).