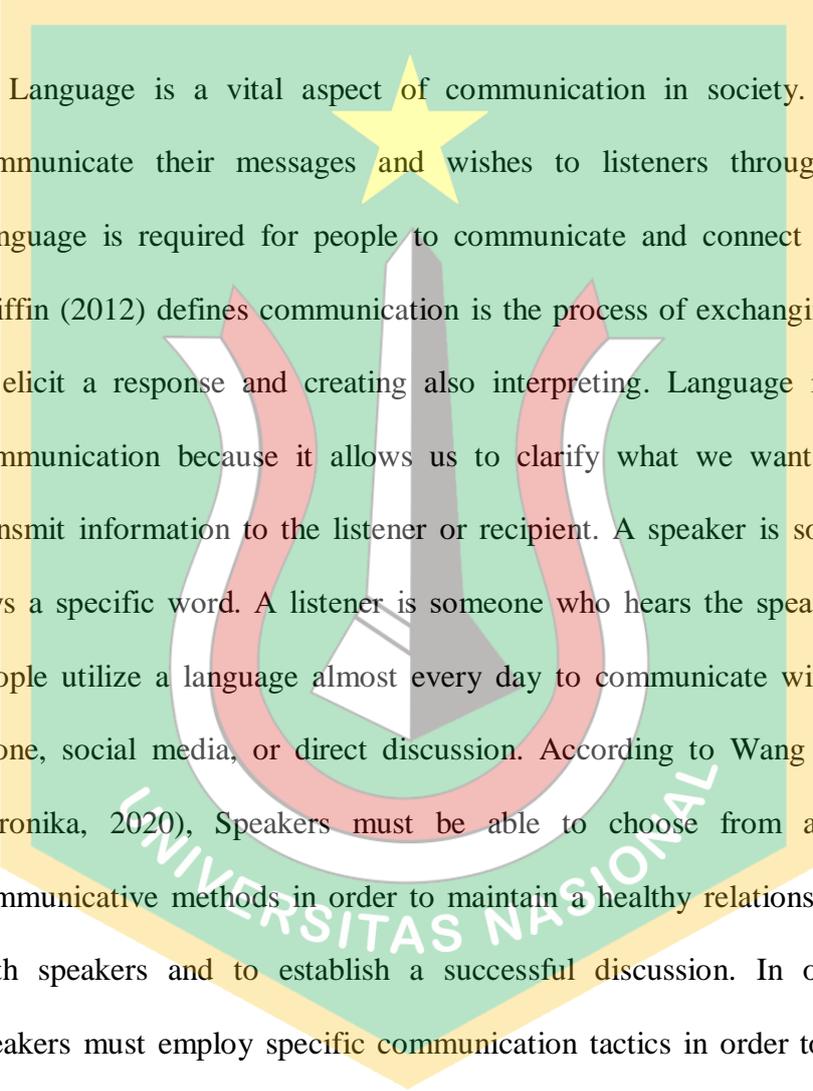# CHAPTER I

INTRODUCTION

1.1 Background

Language is a vital aspect of communication in society. People can communicate their messages and wishes to listeners through language. Language is required for people to communicate and connect with others. Griffin (2012) defines communication is the process of exchanging messages to elicit a response and creating also interpreting. Language is crucial in communication because it allows us to clarify what we want to say and transmit information to the listener or recipient. A speaker is someone who says a specific word. A listener is someone who hears the speaker's words. People utilize a language almost every day to communicate with others by phone, social media, or direct discussion. According to Wang (as cited in Veronika, 2020), Speakers must be able to choose from a variety of communicative methods in order to maintain a healthy relationship between both speakers and to establish a successful discussion. In other words, speakers must employ specific communication tactics in order to establish a positive relationship with one another. Language distinguishes fundamental characteristics of communication and language that reflect the nature of human specialization through speech. As a result, civility is critical to establishing and maintaining social relationships. Linguistics, as a study of language structure and function, has significance in understanding how

language is used to communicate messages gracefully and efficiently. Linguistics is extremely useful in evaluating how phrase form, word choice, intonation, and context influence the level of politeness in communication.

Pragmatics is a branch of linguistics that studies how language is used in real communication contexts, including ways of speaking, speech acts, and the way language is used to achieve communicative goals. According to Brown and Levinson (1987), politeness is one of the phenomena found in daily communication (cited in Silitonga, 2021). Politeness, on the other hand, is a social norm that regulates social interaction and manners in communication. Pragmatics explain how language is utilized to produce politeness when speaking. For example, pragmatics allows us to examine how people use language to follow or break politeness rules in diverse settings. We can better perceive societal politeness norms if we understand the relationship between pragmatics and politeness.

Language and society can be linked in a variety of ways. One of them is that social structure can impact or determine language structure and behavior (Wardhaugh, 2006). Someone must be able to hold an excellent discussion. To elicit a positive response from the listeners, they must employ a politeness method. Brown and Levinson (1987) define four categories of politeness strategies. The first strategy is Bald on Record: do what it says. The second strategy is positive politeness, which is an appeal to others' solidarity. The third strategy is negative politeness, which refers to an endeavor to display awareness of not being imposed on, that is, to avoid interfering with the

interlocutor's freedom of action through the use of hedges and apologies, among other things. The last is Off-record is a communication act performed by an ambiguous speaker's communicative intention in order to give the appearance that he does not do FTA or to avoid responsibility for doing it and allow the hearer to determine how to interpret it. According to Brown and Levinson (1987), politeness entails humans displaying awareness of other people's faces and needs in interactions between speakers, as well as working to respect other people's faces.

Nowadays, there are various ways to have a discussion; one of them is through social media platforms such as Instagram, Whatsapp, Line, and Twitter. Numerous social media platforms allow users to communicate their thoughts, views, and suggestions. Twitter is one of the social media platforms that can accommodate this. These program's functions include advertising, displaying activities, and sharing movies or images. Because the language is utilized indirectly, some people use Twitter to communicate verbally with one another. This study focuses on the comments area of @*PoemHeaven's* Twitter account post. The researcher is interested in how people respond to that post using positive and negative politeness strategies. Because that account frequently tweets statements that inspire people to live better lives, and it also tweets about situations that the researcher is experiencing. As a result, the researcher is interested in investigating this situation. Based on the information above, the researcher would conduct research on *"A Pragmatics*

Analysis of Positive and Negative Politeness Strategies on Comment Section of @PoemHeaven's Twitter Account" topic.

1.2 Limitation of Research

According to the research background, this study examines postive and negative politeness strategies in the comments section of two posts of *@PoemHeaven's* Twitter postings using Brown and Levinson theory. The research evaluated the scenario of people who comments on *@PoemHeaven's* Twitter account post.

1.3 Research Questions

1. How many positive and negative strategies are utilized in the comments section of *@PoemHeaven's* tweet?

2. How are positive and negative politeness strategies used in the comments section of two posts of *@PoemHeaven's* Twitter?

1.4 Objectives of the Research

1. To determine how many civility Positive and negative politeness strategies were employed in the comments section of *@PoemHeaven's* Twitter account post.

2. To find out how types of postive and negative politeness strategies used in the comments section of *@PoemHeaven's* Twitter account post.