CHAPTER II

RELATED LITERATURE

2.1 Linguistic

Linguistics is a field of language study that becomes a collection of linguistic features, a linguist naturally studies the structure of language: how speakers create meaning through combinations of sounds, words, and sentences that ultimately result in a conversation between friends, a speech, an article or a newspaper. Linguistics is all about human language that means it is primarily concerned with the uniquely human capacity to express ideas and feelings by voluntarily produced speech sounds or their equivalents, such as gestures in sign languages used by deaf persons. (Becker and Bieswanger: 2006).

Moreover, linguistics has a close relation with lexical human behavior that language has change through the history of it. Linguistic is the systematic inquiry into human language-into its structures and uses and the relationship between them, as well as into the development and acquisition of language (Finnegan. 2008)

Based on Theory above, Linguistics can be broadly defined as the scientific study of language or of particular languages, which is language as an attempt to learn language or change how people express themselves through language In Becker and Bieswanger book, there are some branch of linguistics such as phonetics, phonology, morphology, syntax, semantic, pragmatics, sociolinguistics, applied linguistics and corpus linguistics. All of those are study about language but each other had different point of view as well.

2.1 Pragmatics

Pragmatics is part of linguistic, Linguistics can be defined as the systematic inquiry into human language-into its structures and uses and relationship between them, as well as

into the development and acquisition of language (Finnegan 2008:22). Pragmatics is a study about meaning especially people's intended meaning Yule (1998:3) defines pragmatics as the study that concerns with the meaning communicated by a speaker (or writer) and interpreted by listener (or reader). While May (2001:6) states that "pragmatics studies the use of language in human communication as determined by the condition of society. This type of study necessarily involves the interpretation of what people mean in a particular context to which the context influences what they say is. it requires a consideration of how speakers organize what they want to say in with who they are talking to, where, when, and under what circumstances.

Pragmatics can be a frustrating area of study because it requires us to make sense of people and what they have in mind .according to Griffith (2006: 1), pragmatics is about the use of utterances in context, about how people manage to convey more than what is literally encoded by the semantics of sentences. Pragmatics builds on what is semantically encoded in the language. That is the point which makes them different. Further he explains that semantics is the study of the "toolkit" for meaning. , while pragmatics is concerned with the use of these tools in meaningful communication. Pragmatics is about interaction of semantic knowledge with our knowledge of the world, taking into account context of use.

In conclusion, pragmatics is a study which is concerned with language and its users in a certain context. The users refer to both speaker and hearer. The meaning of the utterances delivered by the speaker is not only confined to the meaning from the speaker but also the interpretation from the hearer. The context in which the conversation takes place also influence the interpretation of the meaning. Different context will lead to a different interpretation. Therefore, the scope of pragmatics is wide. it covers many other principle such as deixis, speech acts, presupposition, cooperative principle, conversational implicature and politeness.

2.2 Politeness

Many Linguist propose the notions of politeness, Yule (2010:135), Politeness ,can be defined as showing awareness and consideration of another person's face. it is a concept of polite social behavior in a particular culture. While Richard J.Watt (2003:10) stated "The term politeness means something rather different from our everyday understanding of it and focuses almost uniquely on polite language in the study of verbal interaction". Based on Ronald Wardhaugh (2006:276) Politeness itself is prescribed. This does not mean that, of course we must be polite, but we may be impolite to others on occasion. However we will not be able to do that if there were no rules of politeness to be broken.

Brown and Levinson (1978:61) define Face is a kind of public self-image that belongs to everyone. Everyone ought to consider face as basic wants so that one might know each other's desires. They said that in order to enter into social relationship, we have to acknowledge and show an awareness of the face, the public self-images,the sense of self of the people that we address. Politeness is what we think is appropriate behaviour in particular situations in an attempt to achieve and maintain successful social relationships with others (Lakoff 1972: 910).

Leech (1983) defines politeness as form of behavior that establish and maintain feeling of comity within the social group. That is the ability of the participants in a social interaction to engage the interaction in an atmosphere of relative harmony. It can be expressed by certain polite formulaic utterances like please, thank you, excuse me, sorry etc.

Based on the explanation above, speaking properly without offending others is politeness. Speaker must use proper words to convey something and must be convey in a subtle manner.

2.3 politeness principle

The politeness principle is a series of maxims proposed by Leech. The politeness principle concern with two participants of conversation those are self and other. The Self refer to the speaker while other is the hearer or the addressee. The concept of others also refers to the third side. The speaker must show his politeness to a third side, either presented or not. Geoffrey Leech (1983) has proposed as a way of explaining how politeness operates in conversational exchange.

2.4 The six maxims

There are number of maxims dealing with people polite behavior. According to Leech (1983), The maxims is divided into six as follow: tact maxim, approbation maxim, generosity maxim, modesty maxim, agreement maxim and sympathy maxim. Below are the description of each maxim.

2.4.1 Tact maxim

Tact is the first maxim of the politeness principles. it requires the participant to minimize cost to other and maximize benefit to other. this maxim implemented by directive/impossitive and commisive utterances. the directive/impossitive utterance is a form of utterance used to show command either direct or indirect. This utterance can usually be found in some utterances such as: inviting, commanding, ordering, advising, etc. meanwhile, the commisive utterance is the utterance functioning to declare a promise or offer something.

Example:

Marissa   : "**can I finish getting dressed, please**? Thank you"

Stephanie   :"you're the one who keeps talking about being a

Manager. All i am saying is, it could be you."

Marissa employs tact maxim in her utterance since she minimizes the cost to Stephanie. it can be proved by seeing the indirect utterances used by Marissa to Stephanie. This indirect utterance shows that marissa wants Stephanie to help her, but she makes an utterance as if she doesn't ask Stephanie to help her wearing the uniform. It seems that she just wants Stephanie to give more time to her to finish her dressing by herself. Marissa's utterances is not force Stephanie to help her friend. it shows that Marissa is being tactful in delivering request to Stephanie.

2.4.2 Generosity maxim

Generosity maxim requires the participants to minimize benefit benefit to self and maximize cost to self. This maxim, like the tact maxim, is also expressed by the directive/impossitive and commisive utterances. however this maxim is self-centered maxim, while the tact maxim is other-centered maxim.

Example :

Chris   : "......**would you like to have a lunch with me?** at the restaurant across the street?."

Caroline   : "sure I would love to."

The situation on the conversation above is that Chris offer Caroline to have a lunch with him. Since the speaker maximize the cost and minimizes the benefit to himself, indicates that he implies generosity maxim in his utterance.

2.4.3 Approbation maxim

Leech defines that approbation maxim requires the speaker to minimize dispraise to other and maximize praise to other. This maxim requires the speaker to avoid everything which hurts to other, especially the addressee. This maxim is expressed by the expressive and assertive utterances.

The expressive utterance is the utterance which its function is to express the speaker's psychological attitude toward a situation. This utterance can usually be found in some utterances expressed to say thankfulness, congratulation, welcoming, apologizing, praising, etc. The assertive utterance is the utterance commonly used to declare the truth proposition that is expressed. This utterance can usually be found if someone carries his opinion, comment, suggestion, complain, etc.

Example:

> Mrs, burns : " **You're very creative, marissa."**
>
> Marissa : "Thank you mam."

The utterance utterd by mrs. burns shows the expression of admiration. she maximizes the praise to Marissa. Therefore, it can be categorized as approbation maxim.

2.4.4 Modesty maxim

This modesty maxim requires the speaker to minimize praise of self and maximize dispraise of self. Like approbation maxim, this maxim is also expressed by expressive and assertive utterances.

Example:

Marissa : **"Here's the different between the goddess and me. she's playing games to trick him into wanting her."**

Stephanie : "and you're what?."

Marissa : **"I'm working hard for the money."**

The utterance uttered by the speaker in the conversation above is categorized as the modesty maxim since the speaker maximizes dispraise of herself. in this case, Marissa notifies about her lower position as a maid compared with the goddess she mention above. the goddess mean someone in higher position than her.

2.4.5 Agreement maxim

There is a tendency to increase an agreement and to minimize a disagreement by declaring a regret or partial agreement when someone speak with other. The partial agreement is an agreement followed by a partial disagreement implicating the speaker disagreement toward the addressee.

Example

Ty : "Hey, ma, can we go see the penguins? let's go see the penguins."

Marissa : **"Five minutes."**

From the example above, Marissa did not allow her son to go see the penguins at the first place. However, then she made a commitment for just five minutes seeing. it shows that Marissa minimizes a disagreement of something. it is more polite rather than if she strongly disagrees.

2.4.6 Sympathy maxim

Sympathy maxim requires a speaker and a hearer to maximize sympathy and antipathy between them. The obedience of this maxim is required for everyone who needs sympathizing to the achievement being reached or calamity happen to other. The achievement being reached by other must be given congratulation. meanwhile, the calamity happened to other must be given sympathy or condolences if one of his family or relatives died.
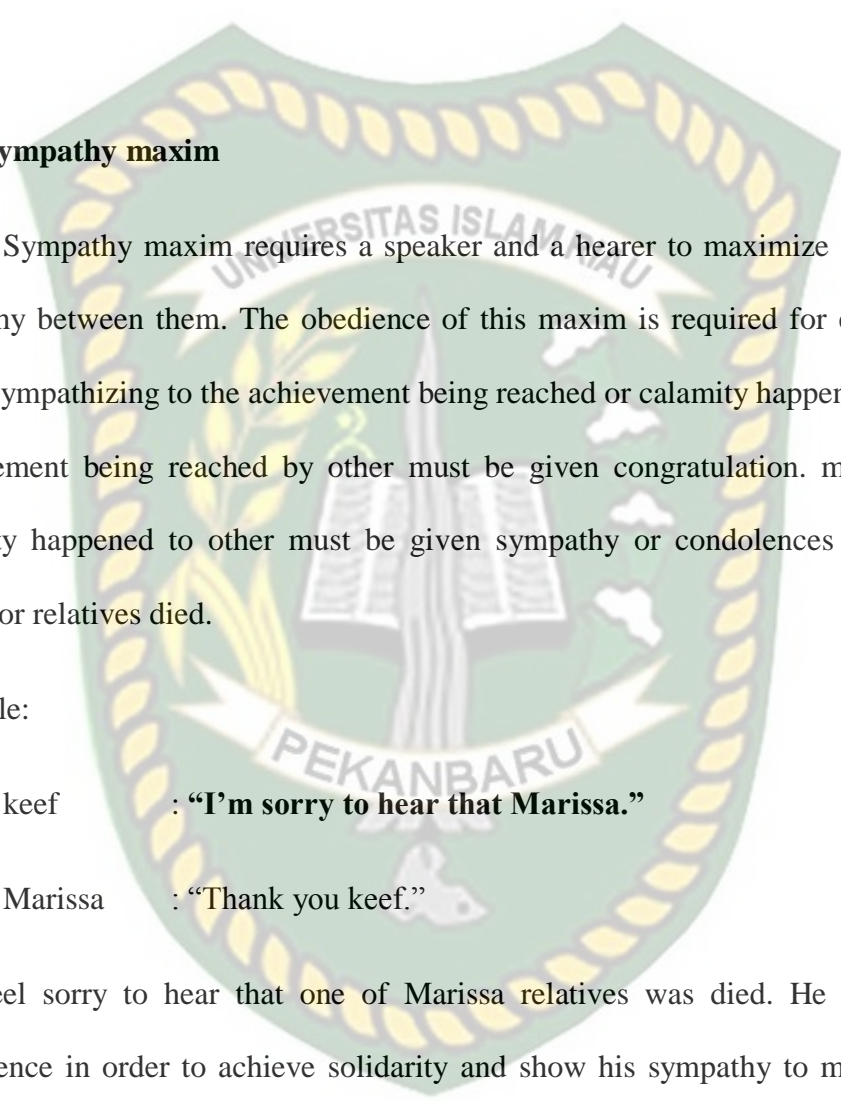
Example:

keef   : **"I'm sorry to hear that Marissa."**

Marissa   : "Thank you keef."

keef feel sorry to hear that one of Marissa relatives was died. He expressed his condolence in order to achieve solidarity and show his sympathy to marissa. in this case, Keef maximizes sympathy to Marissa and therefore the utterance uttered by Keef in the conversation above employs sympathy maxim.

2.5 Context

Since a shift from the paradigm of language as a formal system to the paradigm of the language user has taken place in linguistics (Mey 1993), context has become a key notion in language study.

Context has been understood in various ways, for example to include 'relevant' aspects of the physical or social setting of an utterance. Many expert has different definition about context as leech says that "I shall consider context to be any background knowledge assumed to be shared by s and h and which contributes to h's interpretation of what s means by a given utterance." (Leech 1983:13)

While Mey define context as "A context is dynamic, that is to say, it is an environment that is in steady development, prompted by the continuous interaction of the people engaged in language use, the users of the language. Contex1: is the quintessential pragmatic concept; it is by definition proactive, just as people are." (Mey 1993: 10)

Context ",which occurs before and/or after a word, a phrase or even a longer utterance or a text. The context often helps in understanding the particular meaning of the words, phrase etc. (Richards et aL 1992:82) Based on Mey statement context does not appear to be constant or predictable. But it is flexible and it can change a meaning. While Leech statement define that context meaning is based on the hearer interpretation toward speaker utterance.

According to Halliday and Hasan (1985) "There is text and there is other text that accompanies it namely the con-text, Contexts precede texts the situation is prior to the discourse that relates to it ", which mean text is not just an ordinary sentence but there is more that cannot be describe by text but can be understand by look at the context. The context often helps in understanding the particular meaning of the words, phrase, etc.

2.5.1 Context of situation

Halliday and Edward (1994:109) define that situation is the environment in which the text comes to life. This is well-established concept in linguistics, going back at least to Wegener (1885). It played a key part in Molinowski's ethnography of language, under the name of 'context of situation; Molinowski's notions were further developed and made

explicit by Firth (1957.182), who maintained that the context of situation was not to be interpreted in concrete terms as a sort of audiovisual record of the surrounding 'props' but was, rather, an abstract representation of the environment in terms of certain general categories having relevance to the text. The context of situation may be totally remote from what is going on round about during the act of speaking or writing.

In Halliday's framework, the context of situation brings about the understanding and creation of meaning in an act of communication. It is assumed that the situation type gives the participant the 'right' information about the meaning that is being exchanged and the meanings that are likely to emerge (Halliday 1979b:109; Halliday & Hasan 1985:10).

Halliday suggests that contexts of situation, i.e. situation types, differ in three aspects which constitute the relevant features of social context as well as determine the range within which meanings are selected (Halliday in Illes,2001).

The three categories are: field, tenor, and mode. Field refers to what is happening, what kind of social action is taking place in which language is an essential component and what purposes language use is serving. The second feature, tenor, is concerned with who is taking part, with the nature of participants, their statuses, roles and relationships. Mode refers to the part language is playing, the organization of the text, including the channel, rhetorical mode and genre.

2.6 Relevance Studies

The research about politeness principle can be found many journals article, diserrtation, or books.but the writer only takes some researches that are closely related to this research .those researches are identified as follows:

Choirul Nasihin (2014) analyzed that one way to establish a meaningful conversation in society is by applying politeness. Behaving politely does not merely depend on how good a

member in a society is,but also how to behave politely in daily conversation.this study used qualitative approach specifically using document analysis.

Eko mulyono (2016) examines the use of politeness principle in cartoon movie entitled "Stand by me Doraemon" The data of this research are collected by note taking technique and then analyzed descriptively. After analyzing the data, the researcher finds the use of politeness principle in the movie script. They are utterances of the use of politeness principle covering the kinds of maxim in politeness principle. The utterances covey the use of tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Then, it focused also in politeness scale such as formality scale, hesitancy scale, and equality scale. The finding result showed that there are 25 politeness principle found in cartoon movie "Stand By Me Doraemon". 1 tact maxim, 3 generosity maxim, 6 approbation maxim, 1 modesty maxim, 2 agreement maxim, 3 sympathy maxim, 2 formality scale, 4 hesitancy scale, and 3 equality scale. Approbation maxim is the maxim of the most numerous in the movie.

Ahla Afiyati (2013) analyzed politeness in Karate Kid movie. More specifically, this research was discussed about obedience conversational maxims that were found in the conversations occurred in Karate Kid move. This research, applied descriptive qualitative method Focusing on the problem statements,there are two case.what are the types intrinsic element use and what is the politeness maxim conveyed in the dialogue Karate Kid movie. In analyzing the conversatonal maxims, the writer used the theory of politeness by Geoffrey Leech (1983). In this theory,the politeness is divided into six parts: the tact maxim,the approxation maxim, the generosity maxim, the modesty maxim. the agreement maxim and the sympathy maxim.then the writer also found that the way maxims are conveyed thrugh character and charcteization from the actors and actress in the movie.