

## CHAPTER II

### RELATED THEORIES

In this chapter, the researcher would like to explain theoretical review of the strategies used to indicate politeness. The strategies are Bald on Record strategy, Positive Politeness Strategy, Negative Politeness Strategy, and also Off Record Strategy. Before explaining the strategies, the researcher would like to introduce pragmatics as the basic study of politeness.

#### 2.1. Pragmatic

Pragmatics is one of branches linguistics that study the language used to communicate each other in certain situation (Fx Nadar 2009:2). Linguistics can be defined as 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 (Edward Vinegan 2008:22). (Patrick Griffiths 2006:21) stated that pragmatic is the study of utterance meaning, it's about how we interpret utterances and produce interpretable utterances, either way taking account of context and background knowledge. Pragmatics as a field of linguistic which study of how language is used and of the effect of context on language. Pragmatics itself deals with the study of the ability of natural language speaking to communicate more than one language than that which is explicitly stated. In philosophy of language, a natural language or sometimes called ordinary language is a language which is spoken, written, or signed by human beings for general purpose of communication. Laurence R Horn (2006:12) states pragmatics is the

study of those context-dependent aspects of meaning which are systematically abstracted away from in the construction of content or logical form. In others state, Sondang Malik and Juniati Hutagaol (2015:154) quoted in their journal published by Canadian Center of Science and Education;

*Glaser (2009) states that pragmatics is study of contextual meaning. This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. That is why it requires consideration of how speaker organize what they want to say and the hearer understand what they listen in accordance with who they are talking and listening to, where, when, and under what circumstances.*

*Yule (1996) also describes pragmatics as the study of the speaker meaning. This types and how the context influences what is said. It requires a consideration of how speakers organize what they want to say in accordance with who they are talking to, where, when and under what circumstances. Pragmatics is the study of contextual meaning. From the explanation of pragmatics given, pragmatics is a study about language, meaning, and the context in a communication.*

They stated by studying language on the basis pragmatics, we can get big advantages, we can talk about people's intended meanings their assumptions, their goals, and kind of action ( request, refusal, agreement, disagreement, thanking, apologizing, etc ).

In many ways, pragmatics is the study of "invisible" meaning, or how we recognize what is meant even when it isn't actually said or written. In order for that to happen, speakers (or writers) must be able to depend on a lot of shared assumptions and expectations when they try to communicate. The investigation of those assumptions and expectations provides us with some insights into how more is always being communicated than is said (Yule 2010:128). According to Chris Potts, Ling (2016) Pragmatics is the study of

the ways we enrich the conventionalized meanings of the things we say and hear into their fuller intended meanings.

Pragmatics also related to human's interaction. In his/her interaction with others, peoples have to pay attention to the social and cultural background. Sometimes, peoples have to respect each other in order to make good interaction. To respect other people, everyone has to consider politeness. Therefore, politeness becomes one of the units to be studied in pragmatics. According to Belinda Hill (2008), Pragmatics refers to the social language skills we use in our daily interactions with others. They include what we say, how we say it, our body language and whether it is appropriate to the given situation.

In pragmatics, when we talk of "politeness", we do not refer to the social rules of behaviour such as letting people go first through a door, or wiping your mouth on the serviette rather than on the back of your hand. We refer to the choice that are made in language use, the linguistics expressions that give people space and show a friendly attitude to them. This anecdote show how important it is to be seen to show a friendly attitude, if one wants to save face and be appreciated in return (Joan cutting 2002:44). The other contention, Cruse (2000:16) said Pragmatic can be taken to be concerned with aspect of information (in the widest sense) conveyed through language which are not encoded by generally accepted convention in the linguistic form used but which none the less arise naturally out of and depend on the meaning conventionally encoded in the linguistic form used, taken in conjunction with the context in the forms are used (emphasis added). As well, Mey (1993:42) states Pragmatics is the study of the condition of human

language uses as these is determined by the context of society. Pragmatics is needed if we want a fuller, deeper, and generally more reasonable account of human language behavior.

To sum up, Pragmatics is the study of language use. Pragmatics is the study of those context-dependent aspects of meaning regardless of the construction of content or logical form. To draw the meaning, we should take into consideration how speakers come up to express what they want to say regarding who they are talking to, where, when, and under what circumstances. In the other words, **pragmatics** is a system way of explaining language used in context. It explains the aspects of meaning which can't be found in the plain sense of word or structures, as explained by semantics. Pragmatics studies the factors that guide our choice of language in social interaction and the effect of our choice on others.

## **2.2. Defenition of Politeness**

The term politeness denotes various meanings. Many linguist propose the notions of politeness. Allan Cruse also refers politeness as “maintanance of harmonious and smooth social relation in the face of the necessity to convey belittling messages”. Based on Yule (2010:135), politeness can defined as showing awareness and consideration of another person’s face. It is a concept of polite social behavior in a particular culture. It can be shown by showing good manners towards others. Politeness is related to the concept of face. 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. Then, Lakoff in Gino Ellen's book defines politeness as "a system of interpersonal relative designed to facilitate interaction by minimizing the potential for conflict and confrontation in all human interchange".

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 it self is socially prescribed. This does not mean, of course, that we must always be polite, for we may be quite impolite to others on occasion. However, we could not be so if there were no rules of politeness to be broken. Pragmatically, politeness is interpred as a strategy (or some) used by a speaker to achieve a variety of goals, such as promoting or maintaining harmonious relations, it was argued by Jenny Thomas (1995:157). The concept of politeness is relevating with the utterance, the utterance who has deliver by deliver by the speaker must contain politeness for making the listener feel comfortable and appreciated. This need politenes strategy to someone who wants to keep the longer relation between people.

Moreover, Politeness is one of the constraints of human interaction, whose purpose is to consider other`s feelings, establish levels of mutual comfort, and promote rapport. Hill et al. (1986: 282). 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). Based on Watts' (2003:39)

politeness can be identified as follows: Politeness is the natural attribute of a ‘good’ character, Politeness is the ability to please others through one’s external actions and also Politeness is the ideal union between the character of an individual and his external actions .

Based on the explanation above, Maintaining proper etiquette and speaking properly to a person without offending him or her is politeness. One must not be rude or offensive. One must use proper words to convey something. Foul language can put off a person. Also one has to be choosy about words while conveying something. Whatever has to be conveyed has to be conveyed in a subtle manner.

### **2.3. Politenes Strategy**

According to Brown and Levinson, politeness strategies are developed in order to save the hearer’s “face”. Face refers to a speaker’s sense of linguistic and social identity, which is defined as “the public self-image that every member (of the society) wants to claim for himself”. When people interact, they use politeness strategies to soften the threat to each other’s face. Yule (1996:61) state the underlying theory of language decency strategy is the concept of face, the concept of face is important in language usage studies as a communication tool. Politeness strategies are developed for the main purpose of dealing with these FTA’s. Politeness strategy are strategies that are used to minimize or avoid the Face Threatening Acts (FTAs) that a speaker makes.

Every utterance is potentially a face threatening act (FTA), either to the negative face or to the positive face. For Negative Face Threating Act, Brown

and Levinson(1978) state that negative face is threatened when an individual does not avoid or intends to avoid the obstructions of his interlocutor's freedom of action. In the case of Positive Face Threatening Act, the speaker or hearer does not care about the other person's need or feeling. Damage to the hearer or speaker could result from positive face threatening act.

Face Threatening Act (FTA) are act that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with FTA's. In this chapter, there are four types of politeness strategies, described by Brown and Levinson that sum up human "politeness" behaviour. The strategies are Bald on Record strategy, Positive Politeness Strategy, Negative Politeness Strategy, and also Off Record Strategy.

### **2.3.1. Bald On Record**

Bald on Record strategy is to the point concept. It means that speaker tells or does explicitly and directly what he/she wants towards hearer. On the other hand, according to Joan Cutting (2002:46) sometimes bald on record events can actually be oriented to saving the hearer's face. While, According to Brown and Levinson (1978:94), bald on record deals with Grice's Maxims (1975) which reveals that to get the maximum advantage in communication, people should consider the quality, quantity, relevance and also manner. These maxim are intuited characterization of conventional principles that would constitute guidelines for achieving maximally efficient communication. They may be stated briefly as follows:

**Maxim of Quality :** Be non-spurious ( speak thurt, be sincere)

**Maxim of Quantity :** a. Dont say less than is required

b. Dont say more than required

**Maxim of Relevance :** Be Relevant

**Maxim of Manner :** Be perpicuous; avoid ambiguity and obscutiry.

We can dirrectly address the other as a means of expressing your needs. It is the best way to avoid misunderstanding, yet it has the greatest risk to threat hearer's face.

### 2.3.2. Positive politeness

Based on Brown and Levinson (1978:101), Positive Politeness is oriented to satisfy hearer's positive face. It means that speaker kindly shows his appreciation, approval, interest and also familiarity with hearer. The mechanisms of this strategy are claim common ground with hearer, convey that speaker and hearer are cooperators and fulfill hearer's desire. While, based on Ana kedves Journal, Josip Juraj Strossmayer University (2013:433) quoted from Goffman (1967:5) describes the concept of face as "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact". Additionally, Ronald Wardhaugh (2006:277) also state that positive politeness leads to moves to achieve solidarity through offers of friendship, the use of compliments, and informal language use: we treat other as friends and allies, do not impose on them, and never threaten their face. In this research discuss the strategies that have several categories according Brown and Levinson theory.



### 2.3.2.1 Claim Common Ground

Claiming common ground is the kind of strategy in which speaker indicates that he has mutual goals and value with hearer. Those mutual goals and value can be shown by sharing the same interest, knowledge and raising familiarity. Claim common ground can be divided into several strategies, namely:

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

The concept of this strategy is that speaker could satisfy hearer's positive face by noticing hearer's interest, wants, needs or goods. It can be illustrated by asking hearer's wants and needs, talking about his interest and praise his goods.

For instance:

*What a beautiful vase this is! Where did it come from?* Brown and Levinson (1978: 103).

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

This strategy can be conducted if speaker shows his interest, approval or any sympathy towards hearer. It is often used with overstated intonation and stress. For example:

*What a fantastic garden you have!* Brown and Levinson (1978:104).

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

In conducting this strategy, speaker may stress the interest and good intention to hearer. In this case, speaker can express his good intention dramatically and give good response to hearer in order to create a good story in the conversation. For instance:

*I come down to the stairs, and what do you think I see? – a huge mess all over*

*the place, the phone's off and the clothes scattered all over...* Brown and Levinson (1978:106).

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

This strategy concerns with the use of address form, in-group language or dialect, jargon, slang, contraction and ellipsis. Address form used by both speaker and hearer shows their relationship whether it is close or not. The use of in-group language involves the phenomenon of code-switching from one language or dialect to another language or dialect. In addition, if both speaker and hearer use the same in group language, it proves that they are in the same group. Moreover, the use of jargon and slang shows that speaker and hearer have the same knowledge of any particular object, for instance, brand names. The last, contraction and ellipsis in the utterances show that both speaker and hearer have the same knowledge, then, they do not need to use long utterance. For example:

*Come here, mate!* Brown and Levinson (1978:108).

#### **Strategy 5: Seek agreement**

This strategy can be done if speaker use safe topic and repetition. In this case, speaker can talk about the topic believed to be right by hearer. The more speaker knows about hearer the more he can make a safe topic. Moreover, agreement can also be emphasized by repetition. Speaker can repeat a part or the whole of the hearer's utterance. This strategy shows that speaker wants to satisfy hearer's positive face which wants to be approved. It can be represented as:

*A: John went to London this weekend*

*B: To London!* Brown and Levinson (1978:113).

### **Strategy 6: Avoid disagreement**

There are three ways to avoid disagreement namely token agreement, white lies and hedging opinions. Those actions are the way to pretend to agree or to hide disagreement in order to avoid face-damaging of hearer. For example:

*A: Can you hear me?*

*B: Barely.* Brown and Levinson (1978:114).

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

This strategy deals with gossip and small talk. Gossip and small talk indicate that speaker might know something about hearer. It represents kind of friendship and interest so that it might minimize the imposition given to hearer. The next strategy is presupposition manipulation. In this case, speaker can use presupposition manipulation of hearer's wants, presupposition of S-H's familiarity and the presupposition of hearer's knowledge. By presupposing the things about hearer, then, the speaker might raise their common ground. For example:

*Look, you're a pal of mine, so how about...* Brown and Levinson (1978:124).

### **Strategy 8: Joke**

Jokes represent the basic strategy of positive politeness because jokes stress the shared knowledge among participants of speech. Jokes may minimize the FTA.

*OK if I tackle those cookies now?* Brown and Levinson (1978:124).

### 2.3.2.2 Convey that Speaker and Hearer are Cooperator

This strategy can be done if both speaker and hearer seem to be cooperative in the activity they are involved in. In this case, speaker appears to have the same desire as hearer.

#### **Strategy 9: Assert the speaker's knowledge and concern for the hearer's desire**

To conduct this strategy, speaker ought to raise his knowledge of hearer and focus on keeping hearer's wants. Negative interrogative is very useful in this case, such as:

*Look, I know you want the car back by 5.0, so shouldn't I go to town now?*

Brown and Levinson (1978:125)

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

Offer and promise are two things which represent that speaker tries to cooperate with hearer. By doing these things, speaker could show his good intention towards hearer. These are good ways to satisfy hearer's positive face.

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

In conducting this strategy, speaker assumes that hearer wants to fulfill his wants. In addition, both speaker and hearer have to cooperate each other because it will represent their mutual interest and approval. For example:

*Wait a minute, you haven't brush your hair!* (as husband goes out) Brown and Levinson (1978:126).



### **Strategy 12: Include both speaker and hearer in the activity**

This strategy is generally conducted by asserting inclusive ‘we’ form. An inclusive ‘we’ form might decrease the FTA towards hearer. For instance:

*Let’s have a cookie, then.* Brown and Levinson (1978:127).

### **Strategy 13: Give or ask for reason**

By conducting this strategy, hearer might know speaker’s hope for him. It also may imply ‘I can help you’ or ‘you can help me’ and it shows their cooperation.

E.g: *Why don’t I help you with that suitcase.* Brown and Levinson (1978:128).

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

The cooperation between speaker and hearer could be seen if they show any reciprocity or feedback between them. This strategy will simply describe by ‘I’ll do X for you if you do Y for me’.

#### **2.3.2.3 Fulfill Hearer’s Desire**

This is the last strategy of Positive Politeness. The concept of this strategy is that speaker decides to fulfill the hearer’s desire to satisfy his positive face.

### **Strategy 15: Give gifts to hearer (goods, sympathy, understanding, cooperative)**

To conduct this strategy, speaker should give some gifts to satisfy the hearer. The gifts can be goods, sympathy, understanding and cooperative. Every person basically loves to be liked, cared about, listened and understood. That is why this strategy might be useful.

### 2.3.3. Negative Politeness

According to Brown and Levinson (1978:129), Negative Politeness is a kind of politeness which deals with satisfying hearer's negative face. It concerns with respect behavior. In conducting this strategy, speaker would like to emphasize hearer's relative power. All of the strategies' outputs are useful for keeping the social distance. There are five mechanisms which will be explained below:

#### 2.3.3.1 Be Direct

Basically, Negative Politeness combines direct utterance and the action which minimizes imposition in the FTA. One of the ways to minimize imposition is by being indirect.

#### Strategy 1: Be conventionally indirect

In representing this strategy, the speaker ought to be indirect to minimize the imposition towards hearer. In this case, speaker should modify the direct utterance with particular words and hedges so that the utterance may not appear to be exactly direct. For instance:

*Can you please pass the salt?* Brown and Levinson (1978:133).

#### 2.3.3.2 Do Not Presume/Assume

In conducting this strategy, speaker should carefully avoid presuming or assuming anything about hearer's desire and interest because it might impose hearer. The speaker should keep the distance from the hearer.

## **Strategy 2: Question, hedge**

Question is necessary in conducting ‘do not assume’ strategy, because the speaker can ask question to the hearer instead of assuming by himself. Hedge is also necessary because it could modify the force in the utterance. Hedge can be encoded in particles of language, for instance, ‘really’. Hedge can be addressed to Grice’s Maxims such as ‘I think...’ and ‘I supposed that...’ It also can be addressed to politeness strategy such as ‘to be honest’ and ‘I hate to say this, but...’. For example:

*I supposed that Harry is coming.* Brown and Levinson (1978:145).

### **2.3.3.3 Do Not Force Hearer**

Since negative politeness focused on keeping hearer’s negative face, then, speaker forbid to force hearer too much. Forcing basically threatens hearer’s negative face, because it indicates a strong imposition towards hearer. Besides, it breaks the rule of negative politeness.

## **Strategy 3: Be pessimistic**

To indicate this strategy, the speaker needs to express kind of doubt explicitly. Expressing doubt may imply that speaker does not know whether hearer can fulfill his desire or not. Then, speaker does not appear to force hearer to do the FTA. For

example:

*Could you jump over that five-foot fence?* Brown and Levinson (1978:173).

#### **Strategy 4: Minimize the degree of imposition**

Strong imposition might damage hearer's face either negative or positive. Then, in a conversation, the speaker ought to consider the social factor as distance and power. By considering the factor, speaker can manage the weightiness of the imposition so that hearer might accept the imposition well. For instance:

*I just want to ask you if I can borrow a single sheet of paper.* Brown and Levinson (1978:177).

#### **Strategy 5: Give deference**

There are two ways to convey giving deference strategy. First, speaker tends to be humble. Second, speaker treats hearer as superior. In this case, speaker realizes that he is not in the position where he can force the hearer. It is a kind of mutual respect among participants of speech. For instance:

*We look forward very much to dinning with you.* Brown and Levinson (1978:181).

#### **2.3.3.4 Communicate Speaker's Desire not to interrupt on Hearer**

To satisfy hearer's negative face, speaker ought to be careful in representing the interruption towards hearer. It can be done by apologizing before doing interruption and making the agent of FTA is unclear.

#### **Strategy 6: Apologize**

Asking for apologize may minimize imposition towards hearer's negative face. In conducting this strategy, speaker could admit the impingement, show his reluctance and beg forgiveness to the hearer upon the FTA given. For example:

*I don't want to interrupt you, but...* Brown and Levinson (1978:188).



### **Strategy 7: impersonalize speaker and hearer**

The basic concept of this strategy is avoiding reference to the person that involves in FTA. Speaker should avoid inclusive ‘I’ and ‘you’ in the conversation because it may indicate a little imposition. For instance:

*It seems (to me) that...* Brown and Levinson (1978:192).

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

Stating the FTA as general rule in the conversation is a safe way to minimize the imposition. Speaker can reveal the FTA as a social rule or obligation that has to be done by hearer. Then, speaker does not seem to impose hearer. For example:

*Passenger will please refrain from flushing toilets on the train.* Brown and Levinson (1978:206).

### **Strategy 9: Nominalize**

The strategy of nominalize deals with the degree of formality. To conduct this strategy, speaker can replace or nominalize the subject, predicate, object or even complement to make the sentence gets more formal. For example:

*It is pleasant to be able to inform you...* Brown and Levinson (1978:208).

#### **2.3.3.5 Redress Other Wants of Hearer**

This strategy is related to the redress or feedback that speaker has to do towards hearer after doing the FTA. In this case, hearer can ask for his desire if he has more power than speaker or if they have any debt between them.

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

In this strategy, speaker generally imposes heavily on hearer by going on record. The speaker can also claim a debt explicitly as a redress or feedback of the FTA. For instance:

*I'll never be able to repay you if you...* Brown and Levinson (1978:210).

#### **2.3.4. Bald Off Record**

Off Record is simply described as indirect utterance. Based on Brown and Levinson (1978:211-227), off record might violate the whole maxim of Grice (1975). There are two ways to represent off record strategy. The first is to invite conversational implicature. The second is to be vague or ambiguous. According to Brown and Levinson (1987:211), Off Record strategy is used when a speaker wants to do the FTA but wants to avoid the responsibility for doing it. The speaker lets the hearer give more than one interpretation about what the speaker utters.

##### **2.3.4.1 Invite Conversational Implicature**

Invite conversational implicature in the conversation basically violate Grice's maxim (1975). The action of giving hints, association clue and also presupposition totally violate maxim of relevance because in this case speaker says something that irrelevant with the things that speaker intends to say. For instance:

*It's cold in here.* (c.i. Shut the window). Brown and Levinson (1978:215).

*Are you going to market tomorrow? There's a market tomorrow I suppose* (c.i. Give me a ride there) Brown and Levinson (1978:216).

The other strategies of inviting conversational implicature are understating, overstating and using tautologies. Those strategies violate the maxim of quantity because when speaker use understating and tautologies, it means that he says something less than is required. In addition, if he uses overstating, it means that he says something that more than is required. For example:

*That dress is quite nice* (c.i. that dress is not good at all). Brown and Levinson (1978:218).

*There were a million people in the Co-op tonight.* (c.i. an excuse for being late). Brown and Levinson (1978:219).

The other strategies of invite conversational implicature are using contradiction, metaphor, be ironic and also using rhetorical question. Those strategies violate maxim of quality because speaker say something that is not true or contradict the truth. For instance:

*Lovely neighborhood, eh?* (in a slum). Brown and Levinson (1978:222).

*Harry's a real fish* (c.i. he swims like a fish). Brown and Levinson (1978:222).

#### **2.3.4.2 Be Vague or Ambiguous**

This mechanism consists of be ambiguous, be vague, over-generalize, displace hearer, and also using ellipsis strategies. Those kinds of strategy actually violate the maxim of manner by Grice (1975) because speaker says something that is unclear and ambiguous.

For instance: *Perhaps someone did something naught.* Brown and Levinson (1978:226). *Mature people sometimes help do the dishes.* Brown and Levinson (1978:226).

#### **2.4. Super Soul Sunday**

This inspirational series features programs that nourish the mind, body and spirit while offering insights into living one's best life. "Super Soul Sunday" explores issues that include spirituality, the afterlife and personal fulfillment. A regular feature of the program is Oprah's Soul Series, a series of in-depth conversations between the former talk show host and some of the most recognized spiritual thinkers of our time. Other segments of the show include feature-length documentaries and short-form content.

Super Soul Sunday is an American daytime self-help talk show hosted by Oprah Winfrey, airing on the Oprah Winfrey Network. Super Soul Sunday premiered on October 16, 2011. Super Soul Sunday is designed to help viewers awaken to their best selves and discover a deeper connection to the world around them. Recognized by the National Academy of Television Arts and Sciences with Daytime Emmy Awards, the Alliance for Women in Media Foundation with a Gracie Award and the Religion Communicators Council with a Wilbur Award,

Super Soul Sunday features conversations between Oprah and philosophers, authors, visionaries, and spiritual leaders. It presents an array of perspectives on what it means to be alive in today's world. Exploring themes and issues including happiness, personal fulfillment, spirituality and conscious living, guests who have



appeared include: Nobel laureate Elie Wiesel, Maya Angelou, Brené Brown, India.Arie, Wayne Dyer, Gary Zukav, Iyanla Vanzant, Marianne Williamson, Coach Phil Jackson, Ram Dass, Eckhart Tolle, Diana Nyad, Sarah Ban Breathnach, and Thich Nhat Hanh.



Dokumen ini adalah Arsip Milik :  
Perpustakaan Universitas Islam Riau