**CHAPTER II**

**REVIEW OF RELATED LITERATURE**

In this chapter, the writer will present review of related theory and previous research.

1. **Review of Related Theories**

Here, the writer reviews some theories that are relevant to the problems. Thus, she discusses politeness theories in Pragmatics, Politeness Strategies, Speech Acts Theory, Imperative expressions and Movie.

1. Politeness Theories in Pragmatics

Politeness is not a new term for human being. Everybody know what is meant by politeness. Somebody argue that politeness is the way how to respect someone. Other people say that politeness is being nice to other people. For somebody else, politeness may mean a good attitude or behavior. However, politeness has various definitions based on each person around the world who define it because politeness is understood in different ways based on the context of each society.

Here, Pragmaticist try to establish a universal concept of politeness. The concept is not limited in a certain community or society. It is expected to be able to be applied by all people in a whole world.

Yule, for instance, defines politeness as “a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange” (Yule, 1996:60). In the other hand, Cook stated in *Discourse* that “politeness is the way how to act efficiently together with other people” (Cook, 1989:34). Based on definitions, we may assume that Politeness is the best expressed of human being in order to make a good social relationship.

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There are several politeness theory in *Pragmatics.* In this research, the writer will discusse several well-known politeness theory.

1. Politeness Theory by Lakoff (1973)

Politeness Theory of Lakoff is mother of politeness theory. It is the first theory which is explained based on *Pragmatics* point of view.

Lakoff’s theories are presented in a Politeness Rules. It covers *Rules of Conversation* which contains maxims of Grice and *Politeness rules* itself. *Politeness rules* contains several rules, they are:

R1: Do not impose

R2: Give a choice

R3: Make the hearer feels comfort, be kind

1. Politeness theory by Leech (1983)

Leech states that “politeness concerns a relationship between two participants whom we may call *self* and *other”* (Leech, 1983:131). He formulates politess theory as an effort to minimize cost and maximize benefit for the hearer. This is why Leech focusing his politeness theory on cost-benefit scale. The scale is realized in several politeness maxims. The maxims are formulated as follows:

Figure 2.1 Politeness theory by Leech

Tact Maxim

Generosity Maxim

Approbation Maxim

Modesty Maxim

Agreement Maxim

Sympathy Maxim

Politeness maxim

1. Politeness Theory by Brown and Levinson (1978)

Principally, politeness theory of Brown and Levinson is strategies to maintain other people’s “face”. The concept “face” here refers to self-esteem of human. So, the politeness strategies of Brown and Levinson here facilitates language user to save other people’s self-esteem. By using this strategy, language user will take a step to not embrassing other people. Those strategies are:

1. Bald on record
2. Positive politeness
3. Negative politeness
4. Off record

Because the writer uses the Politeness Strategies as the focus of her study, she will discuss it clearly in the next explanation.

1. Politeness Strategies by Brown and Levinson

Politeness theory of Brown and Levinson explain about a strategy to manage an interaction between speaker and hearer. Brown and Levinson formulate this theory in 1978 and revise it in 1987. In this theory, Brown and Levinson provide several strategies to maintain the hearer’s face. Thus, language users can use the strategies to achieve a successful communication without any confrontation with the hearer.

Central of Brown and Levinson’s theory is a concept of “face”. This concept explains the nature of human character. It reefers to self-esteem of human.

1. Definition of *Face*

At first, “face” concept was used by Goffman. He used this concept to analyze social interaction’s structure. He analogized member of society with characters in a play. Like the characters in the play, the member of society must perform their “face”, self-esteem of everybody, as well as possible. In the play, every characters have to support and save other characters’ face. It is done in order to make the other characters’ do not loose face. Like in the play, the language users have to save their own face and other people face in interaction. So that there is not face which is threatened or loose.

Brown and Levinson define face as individuals’ self-esteem. They also define face as “basic wants, which every member knows every other member desires, and which in general it is in the interest of every member to partially satisfy” (Brown, 1978:62). Furthermore, Brown and Levinson divide the face concept into two categories. They are positive face and negative face. The former is understood as the desire to be approved of while the later categories is the desire to be unimpeded in one’s actions. According to Brown and Levinson, the idea of face is universal. In all of human culture, this concept is exist. The two concepts of face are the basic wants of individuals in each interaction. It means that every participants have to maintain other participant’s face. It is needed to make the interaction run well.

1. Politeness’ Scale of Brown and Levinson

There are three scales to determine degree of the utterances’ politeness. These scales help a speaker to choose the strategy that will be used. The speaker can choose the strategy correctly by calculating the weightiness of an FTA. Those scales involve:

1. Social distance (D) of speaker (S) and hearer (H)

This scale is based on the frequency of S and H’s interaction. It is also determined based on closeness relationship between them.

1. Relative ‘power’ (P) of S and H

P of S and H associated with the authorized or unauthorized of the H toward the S. The authority factor (S,H) may increase in high degree if the H has great authority, such as Prince’s authority, Director’s authority etc.

1. Ranking of imposition (R) of particular culture

This scale associated with the required expenditure of goods and services. This scale is culturally defined. It interpretes how threatened a speech act is in the other culture.

1. The Politeness Strategies of Brown and Levinson Theory

As the writer stated before, politeness theory of Brown and Levinson is several strategies to maintain other people’s face in interaction. Thus, the writer explained several strategies as follows:

Table 2.1 Politeness Strategies by Brown and Levinson

|  |  |  |
| --- | --- | --- |
| No. | Politeness Strategy | Strategies |
| 1. | Bald on record  This strategy is empasized on achieving maximum efficiency of communication. Thus, the speakers do the FTA directly and openly | 1. Cases of non-minimization of the face treat.   It is the case where the great urgency happen  Ex:  “Attack!”  (Shane give a command for the children in a water balloon fight)   1. Cases of FTA – oriented bald on record usage.   This case is face oriented. It is the way how to respect for face that involves mutual orientation.  Ex:  “Thanks for picking me up, Tom!” |
| 2. | Positive Politeness  Positive politeness is a strategy which oriented to positive face of the hearer. | 1. Use in-group identity markers   Usually, this strategy is done by using a common form in a certain community or group.  Ex:  “Rockers, boat now!”  (rockers is a summons of Camp Rock’s campers)   1. Give or ask the reason   Ex:  “Trust me. Everything’s cool when I do it.”   1. Include both S and H in the activity   Ex:  “Let’s do this!” |
| 3. | Negative Politeness  This strategy is purposed to save negative face. | 1. Be conventionally indirect   Ex:  “Dude, you can’t keep hitting me”  (Shane said it to Nate to make Nate stop hitting him)   1. Question, hedge   Ex:  “Mitchie, can I talk to you?”   1. Impersonalize S and H   Ex:  “I think somebody should talk to uncle Brown.”  (Actually Shane want to ask Mitchie to talk to her uncle, because Mitchie was the camper who challenged their enemy) |
| 4. | Off Records | 1. Give association clues   Ex:  “Mom, obviously it’s comething. I mean, you and subtle are not very good friends.”  (Actually S want to say: “tell me what actually you want to told me”)   1. Presuppose   Ex:  “I thought you were gonna be rehearsing.”  (S want to give a critique to H who didn’t do his/her obligation) |

After discussing several politeness theory above, the writer argued that politeness strategies of Brown and Levinson is the best theory ever. Starting from its “face” concept till the strategies, it possibles to be applied by language user although in different country or culture. The “face” concept that refers to human’s self-esteem is very universal and often used by human being like in Indonesia for instance. Furthermore, the various available strategies which is constructed based on different context enables language user to choose the most appropriate strategy to be used. Lets compare with another theory. Politeness theory of Lakoff just represents politeness rule without any clues to apply it. It does not explain how to use it in a specific context such as culture or social background of S and H. Meanwhile, politeness theory of Leech only emphasize on cost-benefit scale of H. Like politeness theory of Lakoff, it does not explain the application for a certain context. So, the writer asserts that politeness theory of Brown and Levinson is the best theory over all.

1. Speech Acts Theory

“Actions performed via utterances are generally called speech act” (Yule, 1996:47). A speaker who say something is not meaningless. Beside the utterance which is produced, there is a meaning within. The speaker is not only say something but also do something through his/her utterance.

In other hand, speaker does not always deliver his/her message directly by considering several reasons. When speaker say something as what he/she asks, it means that the utterance which S performed is direct speech acts. But, when S state his intention implicitly, it is considered as indirect speech acts.

Austin divides speech acts into three categories; 1) locutionary acts; “the basic act of utterance, or producing a meaningful linguistic expression” (Yule, 1996:48). This is the utterance which is produced by S, 2) illocutionary acts; it refers to the purpose of the utterance which is made by S or S’ intention. S makes an utterance with a function in mind. This function performed through the communicative meaning of the utterance, 3) Perlocutionary acts; the effect of the utterance toward the H. For instance:

This room is very hot, is not it?

Locutionary acts : the S’ utterance which covers the words *this, room, is, very, hot, is not, and it.*

Illocutionary acts : imperative or request

Perlocutionary acts: respond of the H that may be opening the window or turning on fan.

Meanwhile, Searle classified speech acts into several categories. Those are:

1. Declaration

Declaration is the kind of speech act which effect is changing the condition or statues trough the utterance that has been performed, such as giving punishment, baptizing, or giving a name.

Ex:

I’m baptizing you...

1. Representative

It is the kind of speech act which perform what the S believe as the truth, such as assertion, conclusion and fact.

Ex:

Camp Rock is the best summer camp.

1. Comissive

This is the kind of speech acts which is used by the S to get himself do something in the future, such as promising, offering and rejecting.

Ex:

I’ll be right here waiting for you.

1. Expressive

This speech acts are performed by S to express his/her feeling, such as regreting, praising, congratulating, and apologizing.

Ex:

Your perfomance is so amazing.

1. Directive

This speech acts is used by S to get the H to do something, such as commanding, requesting and suggesting.

Ex:

Post this letter for me!

1. Movie

“Movie is a [story](http://en.wikipedia.org/wiki/Narrative) delivered with moving images. It is produced by [recording](http://en.wikipedia.org/wiki/Recording) photographic images with [cameras](http://en.wikipedia.org/wiki/Camera), or by creating images using [animation](http://en.wikipedia.org/wiki/Animation) techniques or [visual effects](http://en.wikipedia.org/wiki/Visual_effects)” (Rizzo, 2005:2). The process of [making](http://en.wikipedia.org/wiki/Filmmaking) movie is developed in a film industry. A movie contains several element. Those are:

1. Title; the title of the movie may name of the main actor, place or indicate the story behind.
2. Dramatic conflict; dramatic conflict of the movie is what takes the audience attention. It makes the emotion of the audience involved.
3. Genre; genre refers to the kind of movie whether it is comedy, drame, horor and so on.
4. Plot; plot is the sequences events of the movie.
5. Setting; setting refers to the background of the story. It provides the situation of the event in the movie and where the event took place.
6. Actors; actors is a person who act in a movie. He/she play a certain character in a movie to convey the story of the movie.

The story of the movie is conveyed by the actors through a dialogue. Here, the dialogue will be analyzed by the recsearcher. By considering the character of qualitative approach which the data is in the form of word, the dialogue of the movie is the appropriate data to be studied.

1. **Previous Research**

The previous research about Politeness theory has been conducted in STAIN Tulungagung. Fitriyah in her thesis, *Humors in Hello Magazine* (*a Pragmatic Research),* 2009, emphasized her study on Politeness Principle by Leech. She stated, “Most humors are made by speakers giving cost to hearers resulting to impolite expressions. Thus this impoliteness brings to the amusements and makes laughter. Another research, Tyas, 2010, has studied about *The Management of Face by Brown and Levinson* (one of the politeness theory). She intended her research in the dialogues of the novel Twenty Thousand Leagues Under the Sea by Jules Verne. In her thesis, she stated that the characters of the novel use the strategies to avoid FTA (face threatening acts) on the addressee.

Based on the previous research above, the writer of the research want to discuss about politeness theory. In this research, she wants to specify her research on the application of Politeness Strategies by Brown and Levinson. It is the same theory used by Tyas in the previous research. But, this research is definitely different the previous research. In this research, the researcher specifies her research on directive speech acts in order to know the specific usage of the politeness strategies in the utterance. Moreover, the researcher intended to analyzes the dialogue of the movie. So, the researcher asserts that this research is different with the previous researches.