

CHAPTER I

INTRODUCTION

In this chapter the researcher describes background of the research, statement of research problems, research objectives, scope and limitation of the research, definition of key terms.

A. Background of The Research

Communication has an important role in our lives. Communication is the art of sharing anything. It means that it is a sharing of ideas and feelings in a moodmutual understanding. Communication is usually defined as conversation, namely for sending and receiving message. If the message cannot be received, it means that communication does not work well. The hearer should know the speaker's aim to make good communication. We do the conversation in different situation. We must try to avoid making the hearer embarrassed and uncomfortable.

In communication, language is very important. Language is a means of communication for human being and it develops dynamically through various changes. As the way to build an interaction, it is important for us to use a good and polite language in communication. It becomes important because when we are conducting communication, we are facing other people. As an addresser we have to be aware that it is important for us to pay attention on the addressee's feeling.

In conducting communication human should be polite to other people. Something must be known is how to conduct his/her speech well in order to make the conversation run smoothly, but it is not easy to do this. Smoothly, it does not mean speaking in good pronunciation or well formed expressions, it is more than it. There is a strategy of language that can be applied to fulfill this purpose, namely “politeness strategy”. Politeness strategy is a strategy which is needed to make harmonious two relationship with other.

According to Brown and Levinson (1987:17), “politeness is how people behave in a way that attempts in considering the feelings of their addressee”. From this definition we know that the addresser must be attentive with their addressee’s feeling. When we talk about politeness, it is very closely with face. Face means public self -images of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 1996:60). Face has two aspects, positive and negative. An individual’s positive face is reflected on his or her desires to be liked, approved of, respected of and appreciated by others. While an individual’s negative face is reflected on the desire not be impeded or put upon, to have the freedom to act as one chooses (Thomas, 1995:169). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the polite utterances.

In daily life, sometimes human can not do politeness so that they do face threatening acts or FTA. According to Brown and Levinson (1987:17) there are two strategies to minimize the FTA, those are Positive politeness

strategy and negative politeness strategy. Positive politeness is oriented toward the positive face of the addressee, the positive self-image that he claims for himself and his perennial desire that his wants (or the action/acquisition/values/ resulting from them) should be thought of as desirable. Negative politeness strategy is redressing actions addressed to the addressee's negative face.

From the perspective of gender, it seems that politeness also take its own role. As the belief that men and women are fundamentally different in various measurable ways. Explanations for such differences can be social (e.g. boys and girls are treated differently by their parents, teachers etc.), biological (references to different types and amounts of chemicals in male and female bodies, differences in brain size, types of chromosomes, primary and secondary sexual characteristics, average weight, height and muscularity etc.), or evolutionary (the view that males evolved to be hunter-gatherers while females cooked and cared for children). Tannen as stated in Barker (1972) argues that males and females grow up in different cultures and use different 'genderlects' which is used as an explanation for 'cross-cultural miscommunications'. Linguistically, females are supposed to be more gossipy, involved and cautious about offending others than males who engage in more joke-telling, report talk, problem solving, giving orders and talking about themselves (Barker, 1972).

Language is used as a tool of communication. Surely, it is used all the times, either in society environment, education or other. The users of language speak freely every time. They will use the language from their own idea and

critical thinking based on their culture and background of knowledge in interaction with other. The language use depends on to whom we speak. It is based on socio linguistics knowledge like in politics.

Nowadays, many women can prove that they are as capable as men to be leaders, for example as in the world of politics. When someone decides to be involved in politics, for example a candidate of election, she/he has to prepare strategies to win the campaign without seeing their sex. One of these strategies is a good communication strategy. This strategy is needed to transfer the ideas and the point of view related to a certain problem to the audience through the use of language. Thus, those candidates who have a good skill in communication will easily get support from the people.

Communication in politics can be conducted in several ways, one of which is by conducting a debate. Freely and Steinberg (2009: 6) define a debate as a process of finding the truth through reasoned judging on an argumentation. Moreover, they also state that the debate is used to influence the audience. The debate itself involves two parties with different opinions and perspectives. The function of conducting a debate is to convey the ideas of the candidate and confront it with the idea of the opponent.

In this research, the researcher is very interested in analyzing the existence of politeness strategies in a political debate. Furthermore, this researcher will also relate it to the genders issue. Formerly, many sociolinguists believe that women are usually more aware than men in using language. However nowadays, there are no more borders between women and men's role

in society including in politics. The researcher assumes that the use of politeness strategies in cross-gender communication is needed to be discussed further to find out whether the differences in using language between men and women still exist or not, especially in the world of politics.

This research was different from the previous studies. It collected some data and the information related to the discussion. There were some analyses discussing about the politeness strategies previously. The first is the analysis of politeness strategy written by Ayyu Trijayanti (2013). Under a title “Politeness strategies performed by male and female Facebook users”. In this research, the researcher found 24 data for male Facebook users which use positive politeness strategies to perform polite on Facebook and for female Facebook users, there are 26 data found that female Facebook users use positive politeness strategies also. From the results, the researcher can conclude that both male and female Facebook users tend to use positive politeness strategies than negative politeness strategies in performing politeness strategies on Facebook.

The second is the analysis of politeness strategy written by Salisa Maulidiyah (2016). Under a title “Face Threatening Acts And Politeness Strategy Performed By Debaters At Debate.Org Website”. In this research, the researcher found that the debaters performed 85 times FTAs (face threatening acts). The debaters have threatened addresser’s positive face, addresser’s negative face, addressee’s positive face, and addressee’s negative face. Besides, the debaters performed politeness strategy in order to soften FTAs

(face threatening acts) in only some cases. They often used negative politeness strategy rather than positive politeness strategy.

However, this research distinctively asserts on the politeness strategies from the title “Politeness Strategies Performed By Contestants In The Second US Presidential Debate” . The data of this study are US presidential contestant’s utterances taken from contestants script containing face threatening acts and politeness strategies. I think it is very interesting to understand how the important language in daily life especially that makes human comfortable and hopefully this research can help learners in understanding English language.

B. Statement of Research Problems

Based on the background of the study above, the researcher can state the general problems as follow:

1. What Face Threatening Acts (FTAs) are performed by the candidates in the second US Presidential Debate in 2016?
2. How are the FTAs linguistically realized?
3. What politeness strategies are used by the candidates in the Second US Presidential Debate in 2016 to soften the Face Threatening Acts?

C. Objectives of the Research

Based on the problem formulation above, the general objective of the study are as follow:

1. Finding out face threatening acts are performed by the candidates in the US Presidential Debate in 2016.
2. Finding out the FTAs linguistically realized.
3. Finding out politeness strategy used by the candidates in the Presidential Debate in 2016 in order to soften FTAs (face threatening acts).

D. Scope and limitation of the research

This research is focused on investigating the politeness strategies used by Donald Trump and Hillary Clinton in the second US Presidential Debate on October 09, 2016. The main aspects to be observed are the FTAs, what politeness strategies they use, whether they tend to use positive politeness or negative politeness strategy. As it is known, some researches in linguistics has found out that women likely more polite in using language than men. Thus, this research analyzes the use of politeness in both men and women's language used in the debate. Thus, this research focuses on analyzing whether there are differences in term of the use of politeness strategies between woman and man in the debate reflected by the uses of politeness strategy.

E. Definition of Key terms

In this part, there are some explanations from the title mentioned in the previous items. The title is “Politeness Strategies Performed By Contestants In The Second US Presidential Debate”.

The definitions of key terms are as follows

1. FTA (Face Threatening Act)

FTA can be defined as act that threaten someone’s face. It means that if a speaker says something that represents a threat to another individual’s expectations regarding self-image.

2. Debate

Process of discussion of specific issue between two groups or individuals, in which one of the parties usually have different ideas with their opponent.

3. Politeness Strategy

Politeness strategy refers to the strategy used to convey the utterances as polite as possible and minimize the FTA, it is not only minimize the FTA but also to satisfy the hearer in order to create good communication.

4. Positive Politeness Strategy

Politeness strategy is the strategy to counteract the acts of threatening someone’s negative and positive desire that need to be satisfied which is oriented to someone’s positive face

5. Negative Politeness Strategy

Politeness strategy is the strategy to counteract the acts of threatening someone's negative and positive desire that need to be satisfied which is oriented to someone's negative face.