

CHAPTER II

REVIEW OF RELATED LITERATURE

A. Politeness

In general politeness can be defined as linguistics attitude which can make an addressee feel at ease. Hence, the parameter of being politeness is the convenience in the part of the addressee. In relation with this matter, Brown and Levinson in their phenomenal book proposed the concept of face. Face is basic desire/needs that everyone wants to satisfy as stated in (Choyimah, 2015 : 59), politeness is a system used by the speaker in order to keep up to the addressee's expectations. Politeness, in an interaction, can be defined as the means employed to show awareness of another person's face. In this sense, politeness can be accomplished in situations of social distance or closeness.

B. Face Threatening Acts

In daily communication, however, humans' positive and negative face wants cannot be satisfied all the times. On one occasion, an addresser threatens his addressee's face, but on another occasions, he has to threaten his own face. As such, both addresser's and addressee's faces are mutually vulnerable. According to Brown and Levinson, acts which threaten humans' face are called Face Threatening Acts (FTAs) stated in (Choyimah, 2015 : 61). Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his/her self esteem stated Brown and Levinson.

C. Strategies for doing FTA

To minimize disharmony, humans tend to avoid doing FTAs. In case, FTAs need performing, humans try to seek strategies to minimize the threat. Brown and Levinson (1987:68-71) proposed strategy for performing face threatening acts. Those strategies are schematized in figure 6.1 stated in (Choyimah, 2015 : 64)

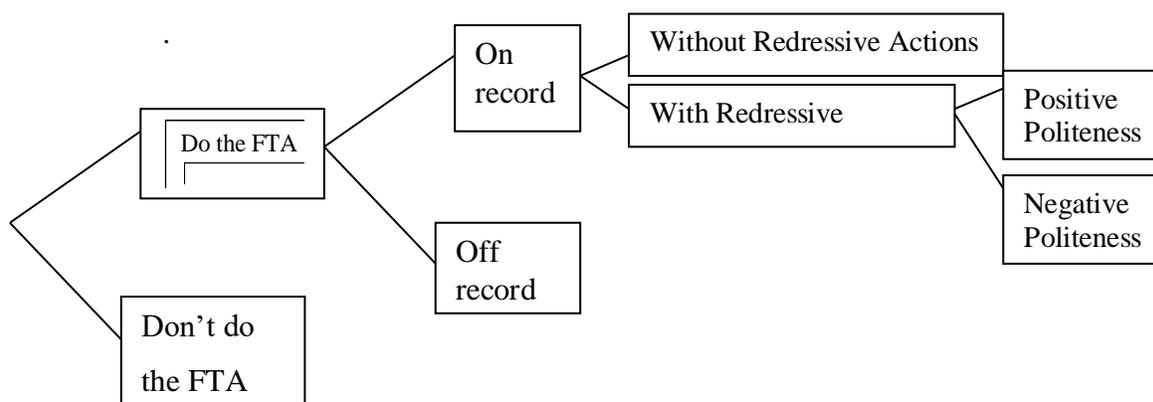


Figure 6.1 Strategies for performing FTAs by Brown and Levinson (1987:69)

1. Do the FTA
 - a. On – record Strategy

On record strategy is the threat can be clearly seen. On record is divided into two types as follows:

- 1) Without Redressive Action

In this case, the speaker does FTAs clearly seen without mitigating devices. The prime reason for applying this strategy is maximum effectiveness in communication.

2) With Redressive Action

With – Redressive - Action is the strategy for performing FTAs for performing FTAs accompanied with Mitigating Devices. The use of mitigating devices is intended to counteract the potential face damage due to the FTAs. Redressive actions can take either positive politeness or negative politeness, depending on what face is stressed. (Nurul Choyimah 2015:65)

a) Positive Politeness Strategy

Positive politeness is oriented to the hearer's positive face. Brown and Levinson explain that positive politeness is approach-based. It means that the potential face damage due to a certain act be minimized by 'approaching' him. Treating an addressee as a friend, a relative, a member of a group is the implementation of the approach. Acknowledging the addressee's merit is another approach-based strategy to minimize the threat. Some strategies minimizing the threat by using positive politeness and their linguistic realizations as stated in (Choyimah, 2015 : 65)

Some strategies minimizing the threat by using positive politeness and their linguistic realizations are presented in Table below FTAs minimized with Positive Politeness Strategies (Nurul Choyimah 2015 : 65)

FTAs	Positive Politeness Strategies	Linguistic Realizations
Borrowing a book	Noticing to the addressee's interests, wants, needs, goods	My Goodness, your garden is so beautiful. By the way, may I borrow your book?
Suggesting		Your writing is good, but it would be much better if you refine some minor mistakes before you publish it.
Asking to come	Using in-group identity	Come here, Sis.....

	marker	
Requesting something	Be optimistic	I am sure you won't mind if you send me some catalogues of your products.
Asking to stop doing an activity	Including both the speaker and his addressee in an activity	Let's stop discussing the issue

b) Negative Politeness Strategy

Brown and Levinson (1987:129) mention that negative politeness is regressive actions addressed to the addressee's negative face. It means that the potential face damage is minimized with linguistic expression satisfying the addressee's negative face. The main characteristic of this type of politeness is that FTAs are generally realized in indirect ways. The indirectness is recognizable from the disagreement between the form and the function of sentences. An interrogative sentence used as for asking for help is one case in point. Some examples of FTAs minimized with negative politeness and their linguistic realization. Some examples of FTAs minimized with negative politeness and their linguistic realizations are presented in Table below FTAs Minimized with Negative Positive Politeness Strategies. (Nurul Choyimah 2015:66)

FTAs	Negative Politeness Strategies	Linguistic Realizations
Asking for help	Conventional Indirect	Can you pass the salt? Can you open the window?
Borrowing something	Be pessimistic	Could/would/might you lend me your handy cam?
Asking for help	Minimizing the imposition	I just dropped by for a while to ask you if you

		could help me.....
Asking for help	Apologizing for doing FTAs	I am sure you must be busy, but..... I don't want to bother you, but..... Please forgive me if.....
Suggesting	Impersonalizing S and H	It seems much better that the topic of the skripsi is changed into.....

b. Off-Record Strategy

Off record is strategy in performing FTAs that doesn't has only one clear communicative intention to the act. The speaker make indirect ways, so the addressee decide what the intended message is.

2. Don't do the FTA

This strategy suggests that human is generally encountered with two choices: performing an FTA or not doing it, each of which has its own consequences. (Nurul Choyimah 2015: 68)

D. Lakoff's Theory of Politeness

The most formal rule of politeness according to Lakoff is "Don't impose." This rule relates to the three sociological variables that Brown and Levinson propose, in that there is an acknowledged difference in power and status between speaker and hearer that allows speaker to act more politely to hearer. According to this rule, a speaker is consider polite if he avoids or asks permission or apology for making his interlocutor

do anything that the interlocutor does not want to do. It seems that this rule might correspond to Brown and Levinson's strategy 5, that is: Don't do the FTA. Not doing the FTA means that speaker does not impose hearer.

The Lakoff's second rule is: "Offer options." It means that a speaker express himself in such a way that his opinion or request can be ignored without being contradicted or rejected.

The last Lakoff's rule relates to friendly or intimate politeness. This rule says: "Encourage Feelings of Camaraderie." In other words speaker makes addressee feel good. This rule applies appropriately to intimate or close friends to show intimacy.

Lakoff's Rule 3 seems to correspond with Brown and Levinson's baldly on record strategy and positive politeness strategy. This correspondence can be seen in the extent that speaker and hearer share so much that what might threaten the outsider's face in a certain occasion may not threaten their face in this context.

E. Previous Studies

Many researchers had been conducted a research related with the differences strategies used someone in society. Such as research which is conducted by Salisa Maulidiyah entitled "Face Threatening Acts and Politeness strategy performed by debaters at debate.org website" This thesis uses the caseanalysis as research method to describe how debaters perform Face Threatening Acts and politeness strategies occurred in cyber world. From the result, the researcher find that the debaters' utterances which contain Face threatening acts and also politeness strategies which are performed by the debaters is soften the face threatening acts.

Ayu Tri Jayanti the students of State Islamic Institute of Tulungagung entitled “Politeness Strategies Performed by Male and Female Facebook Users”. This thesis uses the caseanalysis as research method to describe how male and female perform politeness strategies in cyber world that is facebook. As the result both male and female facebook users tend to 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 similarity of these two researches with this research is that they analyzed the use of politeness strategies in a language. However, there are some differences with those two researches. The first difference is with thesis written by Salisa Maulidiyah about Face Threatening Acts and Politeness strategy performed by debaters at debate.org website, The difference is on the field of the object research on the cyber world. Salisa’s research in debate field which is occurred in cyber world that is debate.org without looking neither male nor female debaters.

This research is almost the same with the thesis written by Ayu Tri Jayanti about Politeness Strategies performed by male and female facebook users that is the object of the research. While Ayu research about a communication in cyber world that is facebook, this research’s researcher research in one of the most famous communication in cyber world nowadays that called instagram.