

## CHAPTER TWO LITERATURE REVIEW

### 1.1 Previous Studies

There are some researchers already have done to analyzed about that topic. Then, it becomes the references and guidance to make researchers understable to conducting that research.

#### 2.1 Table of previous studies

Study	Objective	Method	Findings
Politeness Strategies reflected in the Graham Norton Show on BBC One (Purnamasari & Soepriatmadji, 2017)	<ul style="list-style-type: none"> <li>- To know the types of politeness strategies reflected in the show.</li> <li>- To find out the factor that might influence the choice of the strategies.</li> </ul>	Qualitative	<ul style="list-style-type: none"> <li>- There are Positive politeness (86,6%), Negative politeness (6,7%), Bald On Record strategies (3,8%), and Off Record strategies (2,9%).</li> <li>- The factor that might influence the selection of the strategies are; The payoffs and the circumstances.</li> </ul>
Politeness Strategies used in Ellen DeGeneres's TV Talk Show with Barack Obama as the Guest Star (Dharmayanti, Sukarini, & Savitri, 2018)	<ul style="list-style-type: none"> <li>- To identify the type of politeness strategies used in Ellen DeGeneres's talk show script with Barack Obama as the guest star.</li> <li>- To analyze the factors influence the choice of strategies.</li> </ul>	Qualitative	<ul style="list-style-type: none"> <li>- In two episode of Ellen DeGeneres talk show with Barack Obama as the guest star the politeness strategy mostly applied in the positive politeness strategy.</li> <li>- There are two factors being analyzed from the Ellen DeGeneres's TV talk show, they are Intrinsic Payoffs and Sociological Circumstances.</li> </ul>

Oprah Winfrey Talk Show: An Analysis of the Relationship between Positive Strategies and Speaker's Ethnic Background (Bayan, Ghaleb, & Naimi, 2019)	<ul style="list-style-type: none"> <li>- To analyze the positive politeness strategies used by Oprah Winfrey and her guest</li> <li>- To determine the effect of the speaker's ethnics background on politeness strategy use.</li> </ul>	Quantitative and Qualitative	<ul style="list-style-type: none"> <li>- It was found that Oprah and her guests used many politeness strategies in their talk and the corpus revealed there are two or more strategies were realized by an utterance.</li> <li>- The results have shown that the Caucasian guests used more positive politeness than the African-American guests</li> </ul>
Politeness Strategies in Directive Speech Act by Oprah Winfrey and Michelle Obama in Super Soul Sunday Talk show (Theresa, 2020)	<ul style="list-style-type: none"> <li>- To find out the types of politeness strategies in directive speech applied in Super Soul Sunday talk show</li> <li>- To reveal the sociological variables illustrated in each politeness strategy in the talk show</li> </ul>	Qualitative	<ul style="list-style-type: none"> <li>- It can be concluded that found twenty-one utterances, both did not apply off-record strategy and the most used strategy is positive politeness strategy.</li> <li>- The sociological variable illustrated in each politeness strategy showed the communicating people tend used negative politeness strategy.</li> </ul>

The first previous study is the research entitled Politeness Strategies reflected in the Graham Norton Show on BBC One written by Seopriatmadji and Purnamasari (2017) in *Dinamika Bahasa dan Budaya Journal*. In research, they use the politeness strategies as proposed by Brown and Levinson (1987) then was applied in order to analyze the data. The study construes the type of politeness strategies reflected in the show and the factor that might influence that choice of the strategies. The result indicates that the show demonstrates the application of bald on record (8), positive politeness (181), negative politeness (14), and off record (6). The factor that

might influence the selection of the strategies are; The payoffs and the circumstances, which means that considering the advantages in gaining satisfaction and respect from the speaker.

The second previous study is the research entitled Politeness Strategies used in Ellen DeGeneres's TV Talk Show with Barack Obama as the Guest Star written by Dharmayanti, Sukarini and Savitri (2018) in *Journal of Arts and Humanities*. The aims of this research are to identify the type politeness strategies used in Ellen DeGeneres's talk show script with Barack Obama as the guest star and to analyze the factors influence the choice of strategies. Based on the findings and discussion, politeness strategies and the factor that influence the choice of strategies have close connection to each other, have different social status and have a close relationship in every situations. Therefore, in this study found in two episode of Ellen DeGeneres talk show with Barack Obama as the guest star the politeness strategy mostly applied in the positive politeness strategy. The factors influencing the choice of strategies also applied in Ellen DeGeneres's talk show in delivering the topic of talk show. They are Intrinsic Payoffs and Sociological Circumstances.

The third previous study is the research entitled Oprah Winfrey Talk Show: An Analysis of Relationship between Positive Politeness Strategies and Speaker's Ethnic Background written by Bayan, Ghaleb and Naimi (2019) in *KEMANUSIAAN the Asian journal of humanities*. This research analyzed the positive strategies used by Oprah Winfrey and her guests in the Oprah Winfrey Talk Show and to investigate the effect of the speaker's ethnic background on the use of positive politeness strategies in Oprah Winfrey Talk Show by analyzing four full interviews for each group (African-American and Caucasians). Based on the findings of the present

research, it can be concluded that the host and guests ethnic background has an influence on the use of some positive politeness strategies. However, the result has shown that the Caucasian guests used more positive politeness strategies than the African-American guests. It was also found that Oprah and her guests used many politeness strategies in their talk and the corpus revealed that two or more strategies were realized by an utterance.

The fourth previous study is the research entitled Politeness Strategies in Directive Speech Act by Oprah Winfrey and Michelle Obama in *Super Soul Sunday* Talk Show written by Theresa (2020). There are two objective of this study. First, to find out the types of politeness strategies in directive speech applied in *Super Soul Sunday* talk show. Second, to reveal the sociological variable illustrated in each politeness strategy in the talk show. Based on the findings, it can be concluded that found twenty-one utterances, both did not apply off- record strategy and the most used strategy is positive politeness strategy. Meanwhile, the sociological variable illustrated in each politeness strategy showed the communicating people tend used negative politeness strategy.

From those previous studies, there are similarities of purpose from other research are analyze the types of politeness strategies used and find out social variables for choosing the strategies. However, the difference from all of the previous studies are object of the research. Almost all of journal and the article has different in data source eiether from movie, textbook nor debate. And, through of this study the researcher will analyze the factor affecting the politeness strategies of an utterance because talk show in politeness strategies have become the affect of image someone in the view of public in delivering the argument.

## **2.2 Pragmatics**

The main difficulties in language features is pragmatics aspect or pragmatics study (Hutauruk & Puspita, 2020). In other words, pragmatics deals with language use. As researchers (Trask, 1994) have explained, Pragmatics is the branch of linguistics which studies how utterances communicate meaning in context. It defined in a variety ways which to know how the factor affects the meaning of utterances in social interaction both situational and linguistics context. Therefore, in linguistics features such as vocabulary, grammar, phrase and so on are important to be analyzed (Eklesia & Rido, 2020).

There are two types of meaning in a linguistic expression. The first type of meaning is intrinsic to a linguistic expression containing it, and it cannot be separated from that expression. The study of this kind of meaning is the domain of semantics. The second kind of meaning is one which is not intrinsic to linguistic expression carrying it, but which rather results from the interaction of the linguistic expression with the context in which it is used. The study of this kind of meaning is the domain of pragmatics (Trask, 1994, p. 227)

Moreover, (Yule, 1996, p. 3) explains that, “Pragmatics is the study of how listeners can make inferences about what is said in order to arrive at an interpretation of speaker’s intended meaning”. This study explores how people communicate more than what they said it from expression of connected distance. In the other words, it shown that how a great deal of what is unsaid is recognized as what is communicated. Through pragmatics, people can talk about other people’s intended meanings, their assumptions, their purposes or goals, and the kinds of actions that they are performing when they speak. It is more concerned with the conversational

strategies used by the speaker how to produce utterance types, and the external linguistic elements. That is how language is used to communicate.

### 2.3 Politeness Strategy

Politeness refers to the concept of face. Brown and Levinson (1987), state that, “Face is a self-image owned by each individual”. It can be showing good manners towards others. There are two types of faces such as positive face and negative face. Negative face is a face which liked to be free from imposition or actions. Meanwhile, positive face is a face which liked to be appreciated to same group by others. According to Brown and Levinson (1987) define politeness in a psychological state that is related to something emotionally established can be lost, maintained, and must be constantly attended to in interaction. Brown and Levinson (1987) also added there are some action that might threat either positive face or negative face. Those kinds of actions are called Face Threatening Act (FTA). Negative face-threatening actions include: warning, commands, like hatred and anger. Positive face-threatening actions include: criticism, disagreement, complaints (Brown and Levinson, 1987). That several ways which conveyed directly, more politely and indirectly. These ways are called politeness strategies.

According to Brown and Levinson (1987), strategies of politeness divided into five strategies as shown in following figure:

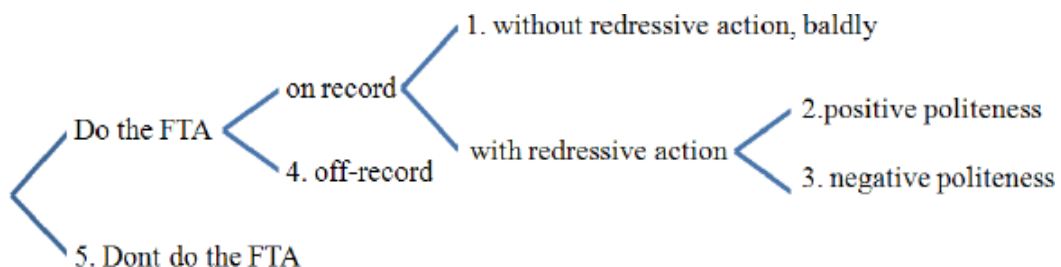


Figure 1: Five Politeness Strategies (Brown and Levinson, 1987)

### 2.3.1 Bald on Record

According to Brown and Levinson (1987), Bald On-Record Strategy is a strategy something clearly, unambiguous, and concise way. It means that people ought to tell the truth, be relevant with the topic and avoid ambiguity. The main reason for choosing a strategy, according to Brown and Levinson (1987) is that speakers want to perform FTA's with maximum efficiency. This type of strategy is commonly found with people who know each other very well and they are very comfortable in the environment, such as family and close friends.

Furthermore, Cutting (2002: 46) points out that "If a speaker makes a suggestion, request, offer, or invitation in a open and direct way, we say they are doing FTA **Bald On Record**". For example: *Fix it* or *Give that note to me*. But normally, bald on record will be used if the speaker does not fear of the retribution for hearer. For example in a matter of urgency of efficiency, when the threat to hearer's face is very small, such as in offers, request, suggestion that are clearly in hearer's interest like: *Come in* or *Do sit down* in situations the speaker has superior to the hearer.

Brown and Levinson (1987) explained there are two types of sub-strategies in the bald on record strategy; sub-strategies in a way that does not minimize FTA and FTA orientation to save the opponent's face. This strategy can also be used if speaker have higher power than others, the speakers does not care even though there is cooperation from the opponent speaker.

### 2.3.2 Positive Politeness

According to Brown and Levinson (1987), Positive Politeness Strategy is addressee directed to addressee's positive face, her/his perennial desire to the his/her

wants or actions acquisitions and value resulting from them should be thought as desirable. Positive politeness is used to make the hearer feel good about himself, his interests or possessions, and usually seen in groups of friends, or where people of given social situation know each other fairly well. The mechanisms of this strategy are claim common ground with hearer, convey that speaker and hearer are cooperator, and fulfill hearer's desire. Those mechanisms will be explained as follows:

#### **A. 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, need, 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 example:

- *What a beautiful vase this is! Where did it come from?* (Brown and Levinson, 1987)

##### **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 's garden you have!* (Brown and Levinson, 1987)



### **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 express intention dramatically and give good responses to hearer in order to create a good story in the conversation. Brown and Levinson (1987) show an example:

➤ *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 ...*

### **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 example, 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, 1987)

### **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 speakers know about hearer, the more they can make a safe topic. Moreover, agreements 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 from Brown and Levinson (1987) as seek of agreement:

➤ *A: John went to London this weekend*

*B: To London!*

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

There are three ways avoid disagreement namely token agreement, white lies and hedging options. Those actions are the way to pretend to agree or to hide disagreement in order to avoid face-damaging of hearer. It can be represented as (Brown and Levinson, 1987):

➤ *A: Can you hear me?*

*B: Barely.*

### **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 speaker-hearer's familiarity 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, 1987)

### **Strategy 8: Joke**

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

➤ *Ok if I tackle those cookies now?* (Brown and Levinson, 1987)

### **B. 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 follow:

➤ *Look, I know you want the car back by 5.0, so shouldn't I go to town now?* (Brown and Levinson, 1987)

### **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 their wants. In addition, both speaker and hearer have to cooperate each other because it will represent their mutual interest and approval. Brown and Levinson (1987) show an example:

- *Wait a minute, you haven't brush your hair! (as husband goes out)*

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

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

- *Let's have a cookie, then.* (Brown and Levinson, 1987)

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

By conducting this strategy, hearer might know speaker's hope from him. It also may imply *I can help you* or *you can help me* and it shows their cooperation. For example:

- *Why don't I help you with that suitcase.* (Brown and Levinson: 1987)

### **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.*

## **C. 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 (1987), Negative Politeness Strategy are oriented toward the hearer's negative face and emphasize avoidance of imposition on the hearer. The speaker recognizes and respects the hearer's negative-face wants and will not or will only minimally interfere with the hearer's freedom of action. In addition, Cutting (2000: 47) mentions that the speaker uses them to avoid imposing or presuming, and to give the hearer options. The speaker would like to emphasize hearer's relative power.

All of the strategies are useful for keeping the social distance. Here, there are five mechanisms will be explained below:

#### **A. 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 direct.

#### **Strategy 1: Be conventionally indirect**

In this strategy, the speaker ought to indirect to minimize the imposition towards hearer. For example, in this case the direct utterance should modify with particular words so that it not appear to be exactly direct:

➤ *Can you please pass the salt?* (Brown and Levinson,1987)

#### **B. Do not Presume/Assume**

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

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

Hedge is necessary in conducting *do not assume* strategy, because it could modify the force in the utterance. Hedge can be addressed to Grice's Maxims such as *I think...* and *I supposed that..* Question also necessary because speaker can ask question to the hearer instead of assuming by himself.

For example:

➤ *I supposed that Harry is coming.* (Brown and Levinson, 1987)

## **C. Do not Force Hearer**

Basically, forcing threats hearer's negative face is break the rule of negative politeness, because it indicates a strong imposition towards hearer. Then speaker forbid to force hearer too much, since negative politeness focused on keeping hearer's negative face.

## **Strategy 3: Be Pessimistic**

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.

For example:

➤ *Could you jump over that five-foot fence?* (Brown and Levinson, 1987)

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

Strong imposition might damage hearer's face either positive or negative. In conversation, the speaker ought to consider the social factor as distance and power, because in considering the factor speaker can manage the weightiness of the imposition that hearer might accept the imposition well. Brown and Levinson (1987) show an example:

➤ *I just want to ask you if I can borrow a single sheet of paper.*

### **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. Here the example, speaker realizes that he is not in that position where he can force the hearer. It is a kind of mutual respect among participants of speech.

- *We look forward very much to dinning with you.* (Brown and Levinson: 1987)

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

To satisfy hearer's negative face, speaker must be careful in representing the interruption toward hearer. It can be done by apologizing before doing interruption, making do the FTA is unclear.

### **Strategy 6: Apologize**

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

- *I do not want to interrupt you, but...*(Brown and Levinson, 1987)

### **Strategy 7: Impersonalize Speaker and Hearer**

The basic concept of this strategy is avoiding reference to the person that involves in FTA. Speaker must be avoid inclusive *I* and *you* because in conversation indicate a little imposition. For example:

- *It seem that (you)... – It seem that (to me)...*(Brown and Levinson, 1987)

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

In the conversation, starting the FTA as general rule is a safe ways to minimize the imposition. Speaker must be revealing the FTA as a social rule or

obligation that has been done by hearer. Thus, speaker does not seem to impose hearer. Brown and Levinson (1987) show an example:

➤ *Passenger will please refrain from flushing toilets on the train.*

### **Strategy 9: Nominalize**

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

➤ *It is pleasant to be able to inform you ....*(Brown and Levinson, 1987)

### **E. 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 conducting this strategy, hearer can ask their desire more than or they have any debt between both of them.

### **Strategy 10: Go on Record as incurring a debt or as not indebted hearer**

Generally, in this strategy speaker imposes heavily on hearer by going on record. The speaker also claims a debt explicitly as a redress or feedback of the FTA. For example:

➤ *I will never be able to repay you if you want this* (Brown and Levinson, 1987)

### **2.3.4 Off Record (Indirect)**

Off record is simply described as indirect utterance. Based on Brown and Levinson (1987) define Off Record Strategy as a communicative act which is done in such a way that is not possible to attribute one clear communicative intention to the act. Off record utterances are important in indirect use of language. For example if somebody says: *Damn, I'm out of cash, I forgot to go to the bank today*, the hidden of meaning from utterance can be that the speaker wants the



hearer to lend him/her some money. There are two ways to represent off record strategy. First, invite conversational implicature. Second, be vague or ambiguous.

### **A. Invite Conversational Implicature**

These strategies are giving action hints, and association clue because when speakers says something that irrelevant with the things, speaker intends to say. For example:

➤ *It is cold in here. (Shut the window).* Brown and Levinson (1987)

The other strategies are understating, overstating, and using tautologies. When speaker use understating and tautologies, it means that speaker says something less than is required. Besides, if they use overstating, means that they say something that more is required. For example:

➤ *That dress is quite nice (that dress is not good at all).* Brown and Levinson (1987)

Last, the other strategies are using metaphor, be ironic, rhetorical question and also violate maxim of quality. When speaker use all of the mind to say something, means that it is not contradict or not true the truth. For example:

➤ *Harry's a real fish (he swims like a fish).* Brown and Levinson (1987)

### **B. Be Vague or Ambiguous**

This strategy consists of be ambiguous, be vague, over-generalize, displace hearer and using ellipsis strategies. When speaker say something means that it is unclear and ambiguous.

For example:

➤ *Perhaps someone did something naught.* (Brown and Levinson, 1987)

### **2.3.5 Don't Do FTA**

Don't do FTA is the best strategy to keep hearer's negative face, when speaker avoids doing FTA to hearer. It has the least risk to threat hearer's face. However, speakers will be failed in communicated what speaker wants because speaker do not say or do anything to hearer.

### **2.4 Social Variables**

People speak differently in the different social context. Different cultural and linguistic groups show politeness differently, (Holmes, 1992) states that certain social factors can influence the language choices, which are the participants, the setting or social context of the topic, the topic and also the function of language. Those are the basic factors to know why people talk differently. In addition, the social distance, the status, and the formality scales, is useful in analyzing linguistics politeness (Holmes, Women, Men and Politeness, 1995).

According to (Brown & Levinson, 1987) there are three factors that influence the choice in FTA:

#### **1. Power**

Power means the authority of the speaker. It is determined by many factors such as age, wealth, education, and occupation.

#### **2. Social Distance**

It means how well the speaker and the hearer know each other. For example; the utterance: *Got the time, mate?* may indicate that the two parties involved are close enough. On the other hand, the utterance: *Excuse me, would you by any chance have the time?* may be used when the two parties involved are strangers from different parts.

In the first example above, the speaker applies Positive Politeness which is considered less polite than the second example which applies Negative Politeness Strategy.

### **3. The Absolute Ranking of Imposition**

(Brown & Levinson, 1987) state that, “Impositions can still situationally vary in value”. It means the absolute objection of the action in the particular action. In general, Brown and Levinson add that there two rank, namely rank order of impositions requiring services (including the provision of time) and rank order of impositions requiring goods (including non-material goods like information).