

CHAPTER II

LITERATURE REVIEW

A. Definition of Politeness

Politeness is the key of live to continue communication fluently and seriously. Based on Yongliang Huang (2008: 1), there are some examples to define politeness easily, to offer your seat to the elderly on a bus is considered polite behavior, and to interrupt when someone is talking is considered impolite behavior; to greet to someone at the first time when you meet in the morning is polite and to stand up to reach for the dish you want at a dinner table is impolite.

According that illustration it can be seen that politeness can conceived as an observable, it happens in people's daily life that it is not noted by their self. People are too busy to see the implicit meaning what the speaker says. Besides that, politeness includes social phenomenon. It is real in every event in the human relation. Social phenomenon gives influence that takes the character to follow the current situation to be positive or negative.

Politeness is very close with the way language is used in the right side or right situation. When people use language politely, it will not make a friction between speaker and listener (Mohammed Hasan, 2010). Particularly, in the academic world, that present teacher as a guidance to student. Both of them have to achieve smooth communication. Besides that, politeness connects with *face* of someone, moreover as a face threatening acts. It is like theory by Mills (2003), state that: "Politeness is the expression of the speakers intention to mitigate face threats carried by certain face threatening acts toward another" (Pak Fay cited by Mills, 2003, p. 6).

B. Types of Politeness

Taken from Yongliang Huang (2008) as mention in Leech and Levinson have their own opinion about how to get a politeness. Leech assumes, people ought to chase “Politeness Principle” to be polite. However, Levinson says that “politeness involves us showing an awareness of other people’s FaceWants; face refers to our public self-image. There are two aspects to this self-image: one is Positive Face, the other is Negative Face. In the positive face, Among Leech’s six criteria of politeness, the following six are very important:

a. Maxim of Tact

- 1) Minimize the expression of beliefs which imply cost to other.
- 2) Maximize the expression of beliefs which imply benefit to other.

b. Maxim of Generosity

- 1) Minimize the expression of beliefs that express or imply benefit to self.
- 2) Maximize the expression of beliefs that express or imply cost to self.

c. Maxim of Approbation

- 1) Minimize the expression of beliefs which express dispraise of other.
- 2) Maximize the expression of beliefs which express approval of other.

d. Maxim of Modesty

- 1) Minimize the expression of praise of self
- 2) Maximize the expression of dispraise of self.

e. Maxim of Agreement

- 1) Minimize the expression of disagreement between self and other
- 2) Maximize the expression of agreement between self and other.

f. Maxim of Sympathy

- 1) Minimize antipathy between self and other
- 2) Maximize sympathy between self and other.

C. Kinds of Politeness

Brown and Levinson (1987: 68-71) have divided the politeness strategies according to how much the speakers and hearers minimize the threat when they are having conversation. The strategies range from doing the FTA (Face Threatening Acts) directly without minimizing the threat at all to not doing the FTA. They are bald on-record, positive politeness, negative politeness, and off record strategy. Brown and Levinson (1978) talk about two kinds of politeness;

- a. Positive Politeness, an atmosphere of inclusion and mutually created by linguistic means such as compliments, encouragement, joking, even the use of “white lies”. Small talk irony expression of positive politeness that is, creating linguistically a connection to other people.
- b. Negative politeness, involves respecting the privacy of other people and leaving a “back door” open that is showing some reservation. The use of distance-creating linguistic devices, irony, or general vagueness.

D. Face-Threatening Acts

In communication, people are often using unpleasant utterances named FTA (Face-Threatening Act). There are three social factors that affect FTA (Miriam Meyerhoff, 2006 cited by Brown and Levinson, 1987:74-77), such as power, distance and ranking of imposition. FTA is usually identical with imposition from speaker to hearer. Especially in education, teacher who instruct students to do activities, reflect that it is should students do and they can not refuse. According to Marcia Markus (2011, 10) as mention in Brown & Levinson (1987) describes four types of politeness strategies on FTA that sum up human politeness behavior, these are Bald on-record, positive politeness, negative politeness and off-record.

- a. Bald on-record is said to be used when the speaker makes no attempt to minimize the threat to the other person's face. This strategy can use when the speaker has more power than the listener. For example, *Join the club Kid!* (Hesti) That utterance is clear and explicit as the characteristic of Bald on-record. The hearer should obey that instruction whether he wants or not.
- b. Positive politeness the speaker recognizes the friendliness in the relationship with the listener or listeners and their desire to be respected. There are some sub-strategies of positive politeness (Hesti, citing in Brown and Levinson, 1987, 103-129) :
- 1) Attend to the hearer's interests, needs, wants
 - 2) Use solidarity in-group identity markers
 - 3) Be optimistic
 - 4) Include both speaker (S) and hearer (H) in activity
 - 5) Offer or promise
 - 6) Exaggerate interest in H and his interests
 - 7) Avoid Disagreement
 - 8) Joke
- c. Negative politeness is somewhat similar to positive politeness; however in this situation the speaker recognizes friendliness but assumes that whatever is said in the conversation would most likely be an imposition on the listener. Brown and Levinson (1987, 129-211) divide negative politeness become some sub-strategies:
- 1) Be conventionally indirect
 - 2) Question, hedge
 - 3) Be pessimistic

- 4) Minimize the imposition
 - 5) Give deference
 - 6) Apologize
 - 7) Impersonalize S and H
 - 8) Nominalize
 - 9) Use plural pronouns
- c. Off record can be recognized in situations where the speaker, for example, poses an indirect question and through this is able to transfer the decision making to the listener. Off-record is divided into some sub-strategies (Brown and Levinson, 1987: 213-227):
- 1) Giving instruction by suggesting argument to do certain action
 - 2) Associating the direction by mentioning certain thing which is connected on behavior that is asked to hearer
 - 3) Presupposing what the speaker wants
 - 4) Using a contradiction by proposing a truth and stimulate the hearer to reconcile a problem
 - 5) Insinuating by asserting the aim indirectly and contrary
 - 6) Using metaphor by hiding real connotation from the pronunciation that is pronounced
 - 7) Using rhetorical question by bring up question from answer of float to express FTA
 - 8) Hiding object of FTA or contravention that has done
 - 9) Expressing incompletely by using ellipsis
 - 10) Relies on implication

E. The Importance of Politeness in Teaching Instruction

According to Mohammed Hasan, as mention in Jary (1998: 18) stated that politeness is the most important in teaching instruction, it provides an alternative to the view that politeverbal behavior is motivated by the desire to communicate politeness, while still being able to explain situations – such as repair – where there is a strong case for characterizing polite behavior in terms of communication.

Citing Chen (2001) Mohammed Hasan says that Politeness becomes more attractive to be discussed because it presents an explanation about speaker linguistic behavior that focuses on a speaker, what the speaker says and how he/she says it. From that theory, teacher becomes the main point to teach students. Students will keep in mind what the teacher instructs. In this situation, teacher must be well known about subject matter which will be given to students.

Mohammed Hasan cited by Locastro (2006) says politeness is important in teaching and learning. Learners have two choices to be polite or impolite. They have to present themselves in appropriate ways. It means that students dispose less attention, if they are not really to understand about the language which is learned, they will do a minimal effort and they make wrong circumstance.

F. The impact of politeness strategies

Every strategy has their own advantages, Brown and Levinson (1992: 71-73) describes the factors as follows:

a. Bald on-record

The speaker uses bald on-record because it shows efficiency. It means that the speaker claims that other things are more important than face, or that act is not an FTA at all. This strategy does nothing to minimize threats to the hearer's face. It will most likely shock the hearer, embarrass them, or make them feel a bit uncomfortable.

However, this type of strategy is commonly found with people who know each other very well, and are very comfortable in their environment. So, people use this strategy because a certain situation which causes using direct order without pay attention who is meant. Yule (1996: 110) also claims that the speaker perhaps uses this strategy because he has assumption that in certain situation he has a power to control someone else's act. In this strategy, the speaker can get the following advantages: (1) the speaker can get credit for honesty; (2) the addressee can see the speaker is not a manipulator, (3) the addressee feels the speaker trust him, (4) the addressee possible to easy catch the speaker mean, so misunderstanding can be avoided (Brown and Levinson, 1992: 71).

b. Positive politeness strategy

The speaker uses positive politeness strategies because he can satisfy hearer's positive face, to some respect (brown and Levinson, 1992 :72). This strategy is usually seen in groups of friends or where people given social situation know each other fairly well. Yule (1996 :111) says that positive politeness strategy intends a supplicant to draw general purpose and even friendship. The use of positive politeness is seen from the intimacy between the speaker and listener. The positive politeness utterance describes a high risk for a pain from rejection. Thus, it perhaps can be formed by a courtesy as the speaker's effort to recognize a face of a listener.

The speaker can get advantages such as, (1) he can minimize the face threatening aspect of an act by assuring the addressee that the speaker considers himself to be of a same kind; he likes him and wants his wants, (2) he can emphasize friendly context, (3) avoid the debt implications of FTAs such as request and offers, (4) including the addressee and the speaker equally as benefactor.

c. Negative Politeness

The main focus for using this strategy is to assume that speaker may be imposing to the hearer, and intruding on their space. These assume that there might be some special distance in the situation. This strategy is used to pay attention someone else's feeling, usually the utterances shape is apology (Yule, 1996 :113). Furthermore, politeness emphasizes the listener freedom right. The listener is given freedom to give negative reaction. Thus, although a listener refuse the speaker's want, the impact is not over pain because negative politeness gives a chance for the listener to give a negative answer. In this strategy, the speaker can get the following advantages: (1) he can pay respect, deference to the addressee in return for the FTA, (2) he can maintain social distance, (3) avoiding the threat, (4) minimizing the mutual face loss (5) he can indicate that he has the other's face want in his mind.

d. Off-record

The speakers usually want to remove themselves from any imposition. In fact, they are more comfortable if their needs can be known by others without share their needs by using direct language (Yule, 1996 :108). Thus, sometimes they pretend their utterances cannot be heard by others or speak by themselves. Technically, off-record can be successful or not because it only refers to the signal. However, it can be successful if there are much more in formations expressed by the speaker. The expression can be gesture or statement which does not refer to the purpose directly. In this strategy, the speaker can get the following advantages: (1) he can avoid entering the gossip biography that others keep him; (2) he can avoid responsibility for the potentially face-damaging interpretation, (3) he can give the addressee an opportunity to be seen care of the speaker, (4) he can get credit for being generous and cooperative.