

CHAPTER II

REVIEW ON LITERATURE

B.1 Theoretical framework

B.1.1 The definition of pragmatics

Pragmatics is the study of speakers meaning. In Grece's book, he said: "Pragmatics is concerned with the study of meaning as communication by a speaker (or writer) and interpreted by the listener (or reader)". It means the analysis of the word or sentences means by utterances.

This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said (George Yuule: 1996). Pragmatics concerned to understand how it got to be the way, to briefly revies its relationship with other areas of linguistic analysis. Leech (1983) defined Pragmatics as the study of how utterances have meanings in situations. It makes a sense that pragmatics is to reveal the meaning of an utterance. Pragmatics as the study of meaning also stated by Levinson in his book (1983) he said that Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language.

B.1.2 Politeness theory

Politeness is a concept studied in pragmatics and sociolinguistics in the Anglo-Saxon linguistics tradition. Eelen in Shohibussirri (2011). It is an approach in pragmatics that some experts have stated the theory about it, and they also define

some scales to draw a person's politeness. Brown and Levinson defined Positive and Negative theory to minimize face from threatening acts Vine in Shohibussirri (2011), as well as George Yule, stated the same Mulyono (2016: 13-14). They are concern about the face, analyzing the face of people in a conversation and in this theory they define two kinds of the face, positive and negative, Face Threatening and Face Saving acts. Therefore, Leech stated politeness with six principles as a way of explaining how politeness operates in communication with other. He also defines politeness as a type of behavior that allows the participants to engage in a social interaction in an atmosphere of relative harmony (1983). Based on the definition above, politeness is a tool for people communicating with each other in social interaction to make the conversation better.

Lakoff (in Mulyono: 2016) created three rules of politeness by looking at the differences in cultures, and how it makes the same acts are considered to be polite or rude in the same way.

1. Formality: keep aloof
2. Deference: give options
3. Camaraderie: show sympathy

Politeness principle is to minimize the expression of impolite and maximizing the expression of polite beliefs (Thomas in Mulyono: 2016). According to Leech (in Mulyono: 2016) politeness concerns a relationship between two participants a person with another. Yule (in Mulyono: 2016) stated that politeness can be defined as the means employed to show the awareness of another person's face

and there are three kinds of politeness scale, they are; 1) politeness scale of Leech, 2) politeness scale of Brown and Levinson, and 3) politeness scale of Robin Lakoff (Rahardi in Mulyono: 2016).

Leech also stated six maxims for politeness that namely: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

B.1.3 Maxims of Politeness

Maxims of Politeness is a scale stated by Geoffrey Leech (2014:35) there are:

B.1.3.1 The Tact maxim

Tact maxim is to minimize cost to other and also maximize the benefit to the other (Leech, 2014:93) if a person using this maxim in his or her utterance he or she is concerned to give more benefit to the others. That is to say an utterance and expressed it with indirect will be more polite than expressed it with direct words. Using this maxim with *impositive way* are *ordering, commanding, advising, and etc.* (Leech in Jonathan 2011). The example of *impositive way* is:

Would you lend me some money?

The speaker tends to beg or borrow money from the hearer with an indirect utterance.

For *commissive* such as *promising, offering, vowing, and etc.* (Leech: 1983) and the example is:

I really am sorry, hope you will give me a second chance.

This utterance is the speaker express about his regret about something, and in his utterance, he intends to give an appointment to the hearer, he promises that he will not do the mistake again.

Here is the general example of the tact maxim:

Context: The conversation takes place at Molly's house. The conversation occurs between Molly and Neal, her boyfriend. After her birthday party, Neal stays at Molly's house for a week. Neal feels that he cannot work if he still stays at Molly's house. Then, he decided to go to his house. Molly does not want Neal to leave her. Then she is applying tact maxim in her utterance.

Neal Fox: Can you take those off?

Molly : (to Ingrid) Ing, I'll call you.

Molly: Baby... ***you can have all of the things in this room.*** That's yours.

Neal Fox: No, my boxers... can I have them back, please? Thanks.

By saying "*you can have all of the things in this room. That's yours.*" The speaker is maximizing benefit to the hearer to make hearer enjoy at the room especially in the speaker's house. (Noviani: 2014).

B.1.3.2 The Generosity Maxim

When tact maxim is others-centered, this maxim is to minimize benefit to self and maximize cost to self (Leech, 2014:92). By using generosity maxim, the speaker tends to put the cost to themselves rather than to the hearer. The use of this maxim is the speaker expected to give a respect to the hearer while he or she expressed his or her utterance, not only ordering or offering, it's also in expressing

his or her feeling or opinion. In using this maxim the speaker has to use an utterance in *impositive* and *commissive* (Jonathan: 2011).

The example of an utterance that uses *impositive* is:

“It’s none of my business really, but **you look so much nicer in the green hat than in the pink one**. If I were you, I’d buy that one,” (Watts in Noviani: 2014)

The sentence that is bolded, is an utterance by the speaker that indicates she is recommending to her friend. She prefers to see her friend in the green hat rather than the pink one.

Another example below is an utterance with *commissive*:

Context: This conversation happens in Ray's room, it occurred when Molly has washed a plate, and Ray asked she to wash it once again.

Ray: You missed a spot.

Molly: ***Isn't doing the dishes what the maid is supposed to be for?***

Ray: She doesn't know how to dry without leaving spots.

The utterance “*Isn't doing the dishes what the maid is supposed to be for?*” is the way of speaker vowing to the hearer that she is not a maid, don't treat her like she is a maid. In this case, the speaker implies that the cost of the utterance is to her. (Noviani: 2014).

B.1.3.3 The Approbation Maxim

Approbation maxim is quite similar to the tact maxim by concerns with the use of politeness to other. This maxim is to maximize the praise of other (Leech,

2014:93). In this maxim, the speaker will tend to give praises to hearers to avoid saying unpleasant things and even the speaker will minimize the response or remain silent if it is impossible to praise the hearer. The use of this maxim will produce a positive expression, and not for the negative compliment with commissive or impositive. It is applicable in illocutionary functions classified as *expressive and assertive* (Jonathan: 2011). Here is the example of *expressive and assertive* expression:

Context: The conversation happens in ballet's class between Molly and Ray at ballet's room. Molly wanted to say sorry to Ray.

(at ballet's room)

Molly: ***You sure looked great out there.*** I just, you know... Yelling at you the other day and all...I'm sorry.

Ray: What are you doing here?

Molly: I called Roma, your mom... and she said that if you said that it was okay. Could I have my job back, please?

Ray: You're on probation.

The speaker is maximizing praise to hearer by saying "*You sure looked great out there*". She intended to show her admiration, and she says an utterance with an *expressive and assertive* way. (Noviani: 2014).

B.1.3.4 The Modesty Maxim

The modesty maxim is focused on self-centered. It intends to minimize praise of self and maximize dispraise of self (Leech, 2014:94) and it is also applicable in

expressive and assertive. If the approbation tends to show an admiration or etc. In modesty maxim, the speaker uses it to minimize praise of self and maximize dispraise of self with a low-profile and humble way of asking a favor or give a comment. Just like the example below:

‘Well done! What a wonderful performance! ***I wish I could sing as well as that***’ (Watts in Noviani: 2014)

In the utterance ‘*I wish I could sing as well as that*’ just shown a dispraise of speaker-self, that he cannot sing better than the singer there. He is giving a comment with using *expressive* and *assertive* way.

B.1.3.5 The Agreement Maxim

The agreement maxim is only applicable in assertive, the use of this maxim is to avoid disagreement between speaker and hearer with an *assertive* utterance (Leech, 2014:96), and to maximize agreement between them. For example of this maxim is below:

Context: It occurs at ballets room. The conversation happens between Molly and Huey, her best friend. After Ingrid kicked Molly away from her apartment, Huey lets Molly stay in his house. He shows Molly a video about Neal, Molly's ex-boyfriend. Neal wore a jacket that has been redesigned by Molly and Molly was shocked to see that. It is because the jacket causes them to end their relationship. Then Huey said that Neal is not the right person for her. He wanted to say that he is her best friend. It aims to make Molly forget Neal.

Huey: No, listen to me. Look at me. I'm the lizard king. This guy, he's nothing but an illusion. He ain't real. Everything he is, I made. You want real, you want substance, look no further than what you got in front of you. I'm the lizard king,

Molly: ***You're right, Huey. True friends, true hearts.*** That is what counts in life.

Huey: That's right. Hit me one. Give me some love.

The utterance “*you're right, Huey. True friends, true hearts.*” Is an utterance by the speaker that intends to maximize the agreement. Molly agrees with Huey's statement, and also Huey's statement is right. (Noviani: 2014).

B.1.3.6 The Sympathy Maxim

Sympathy maxim is a maxim in which a speaker minimizes antipathy between self and other; maximizes sympathy between self and other (Leech, 2014:97) just like congratulating, condolence, commiserating and etc. The speaker should use an *assertive* utterance. Here is the example of conversation using The Sympathy Maxim:

Context: The conversation occurs between Doraemon and Shizuka. Doraemon told about Noby's condition to Shizuka.

Doraemon: What's grown-up Noby doing? In bed with a cold.

Shizuka: ***Oh, man. I'm sorry to hear that***

Based on the example above the utterance “*Oh, man. I’m sorry to hear that*” is the way Shizuka shows her sympathy to Noby about the case that Noby is sick and she in an implicit way told that she doesn’t know before (Mulyono:2016).

B.1.4 Factors Influence the use of Politeness Maxim

Based on Janet Holmes the users' language influenced by the social factor (Holmes, 2013:8). There are some factors influence people’s language choice and people’s awareness, such as participants, settings, topic, and function.

B.1.4.1 The Participants

The participants’ factor is who is speaking to whom for example wife – husband, customer – shopkeeper, boss-worker; there will be the differences in the language used (Holmes, 2013:9). The following example is the conversation contains politeness maxim application and influenced by the participant's factor:

Sybil : *Perhaps we could practice our lines together later.* You'd be doing me such a kindness. At my great age, it's just so hard to make them stick! Why don't you come for tea tomorrow?

Marilyn : Can I?

Dyatmawan (2015) in his research stated the utterance above influenced by factor context of the situation (participant). Beside of practicing line together, Sybil implicated that she wanted to be closer with Marilyn Monroe by sharing together.

B.1.4.2 The Setting or Social Context

The setting or social context is generally a relevant factor influence the language choice by the people in utter the utterance for example in the home,

work, school. The example below is the utterances with politeness utterances caused by social factor fit into settings:

I want you to take out the rubbish.

Can you take the rubbish outside?

You could take the rubbish outside.

Those three sentences are the example where a woman asks a child for throwing a rubbish. The utterances with politeness from the women performing a request to a child, instead of asking directly 'throw out the rubbish' she may use those three utterances. It is caused by settings or social context (Lakoff in Couteur: 1996).

B.1.4.3 The Topic

The topic has proved an influence on language choice (Holmes, 2013:9). The use of politeness maxim which is caused by the topic is shown in the example below:

Vivien : Isn't he gorgeous, Vanessa?

Vanessa : I suppose he's all right.

Social factor topic is a factor influenced Vanessa's utterance because they were talking about how gorgeous Colin was, and Vanessa responded in a polite way to say her agreement (Dyatmawan: 2015).

B.1.4.4 The Function

The function is the factor that influences people due to the aim or purpose of the interaction) (informative, social) (Holmes, 2013:9. As seen in the following

example shown the conversation with politeness and the function become the factor influence:

Vanessa : Are you going to sit there all day?

Colin : If I have to.

Vanessa : ***You're very determined.***

Colin : I'd do anything to be in the film business.

The factor influences Vanessa's utterance is the social factor function. Vanessa impressed with Colin's determination that he would do anything to be in the film business (Dyatmawan: 2015).

B.2 Review on Related Research

The thesis by Dien Aulia Fasya by the title "Politeness strategies used by Michelle Obama and Oprah Winfrey at the United State of women summit in 2016" (2017) is investigating the types of politeness used by Michelle Obama and Oprah Winfrey in the show. This research is using the qualitative method of research and used Brown and Levinson politeness approach; it has results that all the types of politeness strategies by Levinson are found in the conversation. However, bald on and of record strategy is only by Michelle Obama and it became the fewest type found in the show, the highest one is positive politeness.

The thesis was made on February 2011 entitled "The use of politeness principle maxims in Putra Nababan's interview with Barack Obama on March 22nd, 2010" the data in this research is utterances from the interview between Putra Nababan and Barack Obama. For the method, the researcher using the

qualitative method and the study is to determine how far the maxims of politeness principles and the pragmatic scales affect Nababan and Obama utterances, using Brown and Levinson theory of pragmatic politeness however also supported by the theory from Jonathan Culpeper, Geoffrey Leech, Jenny Thomas, and Helen Spencer-Oatey. The results of the research, the researcher conclude that Nababan used more positive politeness strategies. As a journalist, he tried to be polite. In some occasions, he performed some FTAs without applying strategies. Then, Obama was polite in this interview. He used less negative politeness and more positive politeness.

Mulyono (2016) with the title "Politeness Principle Analysis in Cartoon Movie Entitled Stand by Me Doraemon" this research focuses on the politeness principle analysis to find the politeness principle such as kinds of maxim and politeness scale in the conversation of Stand by Me Doraemon cartoon movie. The researcher found from the data the use of politeness principle are six maxims: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim, and the scales are the formality, hesitancy, and equality scale.

The researcher found that the use of politeness principle in cartoon movie of Stand By Me Doraemon is 1 tact maxim, 3 generosity maxim, 6 approbation maxim, 1 modesty maxim, 2 agreement maxim, 3 sympathy maxim, and 2 formality scale, 4 hesitancy scale, and 3 equality scale. So, approbation maxim becomes the most used maxim in the movie.

Fourth is an Analysis on Teachers' Politeness Strategy and Student's Compliance in Teaching Learning Process at SD Negeri 024184 Binjai, Timur Binjai – North Sumatra-Indonesia. It is the study that has aims to find out the politeness strategies used by the teachers and how the politeness affects the student's compliance. The subjects of this study are two teachers and their students. Using a qualitative research design. The data of this research is the transcription of audiovisual recorded observation. The researcher found out that the teachers used politeness strategies in their utterances in order to get respect and compliance from their students at the school. By using politeness, the students mostly comply with the teachers' utterances in directive speech acts and expressive speech acts.

The next research is "Politeness strategy analysis in the Great Gatsby 2013 movie" is about to analyzed how many politeness strategies stated by Brown and Levinson appears in the movie. This research also used qualitative research method and has the results that four strategies are shown by the main characters in their dialogues.

Another research that used politeness analyses is "Politeness strategies used by Ellen Degeneress and U.S. Politicians in the Ellen Show". This study analyzed the application of politeness strategies in the talk show. The objects are the host and two U.S. politicians as the guest in the show. The researcher using qualitative research to do her research and for the theory, she used Brown and Levinson's

theory. She found that the conversation consists of almost all of the politeness strategies stated by Levinson.

The researcher uses the related research as the reference for doing this research however this research is different with the previous researches. The first difference is the object for being analyzed. This research analyze the conversation of Zakir Naik and his questioners as the object. Their conversation is talking about the religion thing, the thing that is quite harmful to talk about. This research reveals the politeness act of some people with the different background of religion through their dialogue with the preacher Zakir Naik who is the modern Muslim figure while the previous research analyze the conversation with the general theme. The theory that being used in this research is the politeness maxim theory by Leech (2014) which is different from some related researches that using Levinson's theory. In this research not only focuses on the politeness maxim used, but also find out the factor influences the used of politeness maxim based on Holmes' Social factor that there is none of previous research had focus on it.