

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is a primarily non-instinctive and human method to communicate ideas, emotional states, and desires through a voluntary generated auditory system of symbols (Bloomfield & Sapir, 1922:7). In addition Wukasz et al (1976) stated that “language is reality”. Consequently, each language must possess means to deliver a message that contain information about people, things, concepts, and the relationship that exist between them. In some occasions, the people convey a speech not only by the utterance but also followed by gesture and facial expression. Speech is something that rarely define because it such a common feature of daily life. Communication as the significance form of speech is only successful when the listener’s auditory perception is conveyed into the effective and intended flow of imagery or thought or both combined (Bloomfield & Sapir, 1922:16). Furthermore, Kádár & Haugh (2013:220), mentioned the communication intention is an intention in delivering a particular piece of message to the hearer when it is recognized. According to Richard et al (1982), the contextual appropriateness is required as another strategy to understand the message, for the speaker to recognize that it would be contextually appropriate to be speaking literary (directly) or (indirectly) more than what speaker mean. For this reason, the notion of politeness should be applied as the consideration of communication’s behaviour and intention in situated interaction. Politeness in communication is at the center of social interaction, thus politeness becomes the

essential element that is required for communication establishment and maintenance of social relationship (Kádár & Haugh, 2013). According to Watts (2003:39), language is used for showing one's external action by expressing politeness that considered as tendency to please other. Hence, the way people choose to speak is concerning to the respect when they realize that interaction norms and communication principle are exist. In daily conversation, this terms are required and applied to show the comity between one another which even occurred in unforeseen circumstance. In some cases, it is implicate more than a language usage, but also another terms are face and parties which can be defined as the speaker and the hearer that could be young or old, male or female. Then, Grice (1975) proposed the cooperative principle that enable one participants to communicate with other under the cooperative assumption while having interaction. Grice (1975) mentioned the four categories are avoid obscurity of expression, avoid ambiguity, be brief and be orderly (Geis et al., 1975). To support Grice (1975) cooperative principle notion, then Leech, (1983) situates the politeness principle to be the higher regulative role in communication and proposed it as minimizing the impoliteness illocution. Following to this principle then there are six types of politeness maxim are proposed. The maxims are proposed to be the theory of politeness convenience by going in pairs of minimizing and maximizing terms. Six types of politeness maxim are the tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim. Other than that, Leech (1983:123) proposed the three politeness scale and two more scales from Brown & Gillman (1960) which

highly relevant to the politeness as the degree of illocution's measure. In addition, Brown & Levinson (1987) proposed the politeness strategies that relies the *Face Threatening Act* (FTA), as the terms concerning to the face, which has two component are the negative face and the positive face where those participants involved is required to assert and recognize as their public self-image. Furthermore, then two strategies formulated for doing FTA, those are off record that present as the strategies to indirect addressee and on record which consist of few derivational strategies are bald on record, positive politeness, and negative politeness strategy that present as the strategies to direct addressee.

In a particular situation, the politeness represents the image and behaviour for establishing a good relationship, however, it is not only applied and discovered in a factual conversation but also can be found in a fiction moving set story such as movie that contain character and dialogue. The dialogues is implemented to be the reference of spoken language and context to convey the storyline followed by the gesture and expression to bring up the movie sense with the negative and positive face. One example of the politeness maxim and politeness scale in the movie is presented below.

Emma : *"I am not the first to visit you"* (while smiling and walk quickly)
 Mrs. Weston : ***"You are no less welcome for being the second"*** (while smile and hold Emma's hand as greet her)
 (Emma, minute 00: 14: 40-00: 14: 44)

In the above example, the conversation occurred between two characters namely Emma and Mrs. Weston. It took place at Mrs. Weston's house when Emma visited her, however she met with Mr. Elton (the third party) who was the

first guest. Emma realized that she was not the first one. The way Mrs. Weston greeted Emma was showing her comity as Emma was her previous companion and a noble who was ever served by Mrs. Weston. Hence, the relationship between the characters involved was very close as an acquaintance. The expression is uttered and pleased Emma's character by saying "*You are no less welcome for being the second*", which means that Emma's existence is being welcomed and respected, by praising her even though she came as the second guest. Mrs. Weston treated her well and she is maximizing the benefit to Emma of costing herself to praise her. Hence, the cost-benefit scale applied by Mrs. Weston by maximizing praise to other and minimize dispraise to other as the application of approbation maxim. Regarding to the politeness strategies, Emma and Mrs. Weston were tend to show the good and happy disposition by the gesture and expression of smiling. Both characters recognize their face each other of welcoming and joining the conversation. Therefore, the positive self-image of Emma's character was recognized by Mrs. Weston. Thus, the positive politeness strategy is applied by the character.

Based on the data above the objectives of this study are to analyze the types of politeness maxim and politeness scale found in *Emma 2020* movie as well as the degree exist in the conversation to make the storyline to be well-conveyed to the audience and raising the affection. Moreover, it is importance to find the politeness strategy applied by the movie character that very helpful for knowing what is the most of politeness strategies, politeness maxim and politeness scale found in the movie conversation since it was the kind of written set dialogue that

represent on spoken language. By exploring this kind of principle, the reader will be able to comprehend the politeness implementation which does not only for showing the interaction manner but also how the speech become a significant term for running the good relationship and skilled in variety of setting and situational context.

1.2. Problems of Study

In related to the above background, the problem discussed in this study are:

1. What are the types of the politeness maxim used in *Emma 2020* movie?
2. What are the types of politeness scale found in *Emma 2020* movie?
3. What are the types of politeness strategies applied by the movie characters in *Emma 2020* movie?

1.3. Objectives of the Study

Based on the above research question, there are two objectives of writing this study based on the movie analysis, those are:

1. To discover and describe the types of politeness maxim used in *Emma 2020* movie.
2. To identify the types of politeness scale found in *Emma 2020* movie.
3. To analyze the types of politeness strategies applied by the movie characters in *Emma 2020* movie.

1.4. Limitation of the Study

In relation to the objectives, this study was developed with the regard of limitation. The study focused on analyzing the types of politeness maxim and politeness scale by using the theory proposed by Leech (1983). In addition to conducting further analysis of the politeness scale, this study used the theory proposed by Brown & Gilman (1960) that mentioned two more politeness scale relevant to the previous theory. Moreover, the politeness strategies analysis was conducted by using the theory proposed by Brown & Levinson (1987) to find the types of politeness strategies applied by the characters in *Emma 2020* movie. The movie is presented as the suitable data of politeness principle analysis that contain varieties of noble characters who were showing the polite utterance and good manner. Thus, the analysis involved the whole movie characters.

1.5. Significance of the Study

In conducting this research, there are two part for the significance of this study described following as detail:

1.5.1 Theoretical Significance

Based on the analysis and theories are used, this study is expected to achieve in usage as the reference for further study and provide more significance information such as:

1. This study is expected to contribute by providing a comprehension in related topic discussed are politeness principle and politeness strategies.

2. To enhance the reader's exploration of applying politeness in communication.
3. To provide clear explanation about the politeness principle application followed by the example exist.

1.5.2 Practical Significance

Other than the above significance, based on the previous objectives, this study is useful in practically for the reader in writing the further study and provide more practical significance such as:

1. The reader are capable to differentiate the kind of politeness term are exist and analyze in this study.
2. The reader is expected to be capable of applying the politeness principle and politeness strategies in communication based on the comprehension of politeness maxim, politeness scale and politeness strategies.
3. The reader is expected to be capable to run smooth the conversation as the part of establish relationship and interaction by recognizing the public self-image.
4. Learning English concerning to the politeness can help the reader more understand how to structure the word and speech in respect to the good manner.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

In this chapter, the discussion divided into three section are review of related literature, concepts and theories. The review of related literature is derived from the previous study exist similar with the current one which consist of two thesis and three journal articles. The concepts focus on the technical term that related to the research topic. Furthermore, in this chapter contain the explanation of theories applied and discovered from the relevant book or source to support the analysis.

2.1 Review of Related Literature

The first study is derived from thesis conducted by Putri (2018) entitled *The Analysis of Face Threatening Act and Related to Politeness Principle Found in The Karate Kid Movie*. The aim of this study are to figure out the face threatening acts that found in the interaction among the character in *The Karate Kid* movie and analyze how are the face threatening act utterances related to the politeness principle found in *The Karate Kid* movie. In writing the previous research, there are two theories applied are proposed by Brown & Levinson (1987) to analyze the types of face threatening act and the theory by Leech (1983) to analyze the politeness principle which consist of politeness maxim and politeness scale. As the result of analysis conducted, there are four types of face threatening act found that followed by the six types of politeness maxim and three types of politeness scale. Furthermore, the type of positive politeness strategy are mostly performed as face threatening act followed by the tact maxim that extremely appear. Similar with the previous one, the current study use Brown & Levinson (1987) theory to

analyze the types of politeness strategies applied by the movie character and Leech (1983) theory to analyze the types of politeness maxim as well as politeness scale found in *Emma 2020* movie. Moreover, the current one contain broader analysis of politeness scale by using Brown & Gilman (1960) theory that related to the politeness scale proposed by Leech (1983:123).

The second study reviewed is from Dewi (2019) entitled *Politeness Strategies Used in Review Section through Booking.com of Sheraton Bali Kuta Resort*. This study is aimed to identify the types of politeness strategies used and analyzing the factor that influencing the used of politeness strategies in review section through *Booking.com* of Sheraton Bali Kuta Resort. Regarding to the theories applied the previous one used Brown & Levinson (1987) theory to analyze the types of politeness strategies used and the second theory that proposed by Holmes (2001) to identify the factor that influence the used of politeness strategies. The result of the previous study found that the positive politeness strategy is the most strategy used by the customer to present satisfaction and social factor were influencing the used of politeness strategy. Similar to the previous one, the current study used Brown & Levinson (1987) theory to analyze the types of politeness strategies applied by the movie character in *Emma 2020* movie. The difference are concern to the limitation of the previous study that focus only on finding the types of politeness strategies and the factor that influenced, meanwhile the current one contain further analysis about politeness maxim and politeness scale found in *Emma 2020* movie which is determined by the utterance exist. Thus, the current study also use other theories are proposed by Leech (1983) to analyze the types of

politeness maxim and politeness scale. Moreover, Brown & Gilman (1960) theory is applied to analyze the types of politeness scale which is highly relevant to the theory proposed by Leech (1983:123).

The third review was derived from Mulyono et al (2021) entitled *An Analysis of Politeness Principle in Freedom Writers Movie*. The purpose of the study is to analyze the types of politeness maxim found in *Freedom Writers* movie. In conducting the research, the theory proposed by Leech (1983) is used to analyze the maxim of politeness represented by the movie character's interaction and communication. According to the analysis, there are six types of politeness maxim found in 19 utterances those are the tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim with the type of approbation maxim is mostly performed than others. Similar with the previous one, the current study use the theory that proposed by Leech (1983) to analyze the types of politeness maxim. Furthermore, the current study contain further analysis of politeness strategy by using Brown & Levinson (1987) theory and politeness scale by using the theory that proposed by Leech (1983:123) and Brown & Gilman (1960) which relevant to the politeness principle applied by the character in *Emma 2020* movie.

The fourth study is conducted by Hikmahwati et al (2021), entitled *The Investigation of Politeness Principle and Strategies Used in Akeelah and the Bee Movie*. The objective of the study is analyzing the politeness principle that focus on finding the types of politeness maxim and politeness strategies used by the main character. There are two theories applied to conduct the previous study, are

proposed by Leech (2014) concerning to analyze the six types of politeness maxim. The second theory applied is proposed by Brown & Levinson (1987) to analyze the types of politeness strategies applied by the main character. The result of the analysis found that there are five types of politeness maxim found are the tact maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim with the type of approbation maxim is mostly applied. Moreover, the types of politeness strategies found are bald-on record, positive politeness, and negative politeness and off record strategy with the types of bald record and positive politeness are frequently used by the movie character. Similar with the previous one, the current study use the theory that proposed by Brown & Levinson (1987) to analyze the types of politeness strategies applied by the movie character. Meanwhile the difference are, the current study contain further analysis about politeness scale based on Leech (1983:123) and Brown & Gilman (1960) theory. In addition, to support the current research Leech (1983) theory is applied to find out the clear explanation about politeness maxim analysis. The previous analysis is only concerning to the main character, meanwhile the current one is analyzing the utterance that uttered by the whole character in *Emma 2020* movie.

The fifth study reviewed is conducted by Pebriyani et al. (2022) entitled *Politeness Strategy Analysis on Expressive Utterance Found in Land before Time XIV Movie*. The study is aimed to analyze the types of politeness strategies used by movie character and the function of expressive speech act found in *Land before Time XIV* movie. In writing the research, the theory that proposed by Brown & Levinson (1987) is used to analyze the types of politeness strategies applied by

the movie character similar with the current one. Furthermore, since the current study contain further analysis of politeness principle, thus there is wider limitation of analyzing the types of politeness maxim and politeness scale. There are two more theories used in this study are, the theory proposed by Leech (1983) to analyze the types of politeness maxim and politeness scale. In addition, Brown & Gilman (1960) theory is used to further analyses of politeness scale found in *Emma 2020* movie.

2.2. Concepts

In writing this research, the concept is the important part as general basic theory to define the ideas. It is the fundamental outline used to examine the problem and phenomena discussed. The research concepts are described following as detail.

2.2.1 Politeness Principle

This research concept is derived from one of the pragmatic scope that become the factor which considerate to establish friendliness interaction. Yule (1996:60), define that in interaction the politeness imply as the approaches used to express consciousness of person's face in conversation. Leech (2014: 3) define politeness is a type of communication behavior which can be found extensively in various human language and cultures which has been asserted to be a universal element that permeates all of human society. Leech (1983) stated that the behavior is formulated to be the rule of principle and maxim. Politeness principle run the variable mainly depends on the cultures or language communities, the social

context and the social classes (Leech, 1983:10). Furthermore, politeness principle which proposed by Leech (1983) is belong to the system of interpersonal rhetoric which consist of cooperative principle and politeness principle. In observing the politeness principle, Leech (1983) proposed, the six types of politeness maxim that consider minimizing and maximizing beliefs to account for polite linguistic behavior and avoid impolite expression. This term of politeness in the study of language meaning and context help the speaker and hearer being polite relating to the concept of recognizing person's face

2.2.2 Movie

The movie is a set of story in moving pictures to be shown in television or at the cinema, Hornby (1995: 434). Movie are consists by a varieties of story line, genres and characters. Those varieties are classified into the types of movie such as action, thriller, drama, horror, comedy, romance, sci-fi, crime, history, biopic, fantasy, adventure or even the adaptation character in the story exist. Recently, many written stories were made into the live version of the movie, therefore most people would rather watch than read it. The story can be depicted from fairytale, novel or even Shakespeare's story. Movies performed by the varieties of characters, setting, motion changes and utterances to represent the storyline or plot. The conversation between the characters is presented in various ways and styles to bring up the sense and emotion.

2.2.3 *Emma 2020 movie*

Emma 2020 movie is one of the movie that depicted from old story by a famous British novelist namely Jane Austen. It has the similar story with Austen's novel entitled *Emma* on 1815. *Emma 2020* movie is the third version of the previous similar movie exist that released on 1996 and 2009. However, it was gaining more success since presented in different characters and some modification. The movie was telling about the main character namely Emma Woodhouse who was a young woman, she was a noble in Britain 18th centuries era, with a beautiful, clever and rich character. She almost had perfect live in comfortable house. Emma's character who was illustrated as matchmaker is the independent woman and love to seek companion to be her friend (Austen, 2008). This movie contain lots of character that presenting the 18th centuries Britain circumstance of how the social status being of the consideration by the strong-willed woman namely Emma Woodhouse, therefore this movie also well-known with the feminist value that describe by the way Emma's characters face the conflict as the most fortune and excelled woman in 18th century. As Watts (2003:35), stated that politeness in eighteen century of Britain was part on an ideological discourse and the participant inside gave rise the British social class system. Hence, this movie is relevant with the topic discussed about politeness principle and politeness strategies because presenting about the feminism, manner, and 18th century's politeness as the language use between the fellow woman, woman and man also the noble and society class in Britain that make the movie to be more realistic such in factual situation of 18th century and well-delivered to the

audience. In addition, Watts (2003:40), stated that the concept of politeness during the 18th century in Britain was embraced as the concept of implied courtesy and adopted as the ability to govern a particular language variety that was interpreted as bridging the access to allow the social status (higher and lower classes) in which power could be exerted in communication occurred.

2.3 Theories

In conducting the analysis this study is concerned with involving theories that related to the research area which help to explain more to obtain the result of the thing that to be explained. This study used some theories that related to the research problem. The first theory is derived from Leech (1983) of politeness principle and proposed the six types of politeness maxim and three types of politeness scale. The second theory used to support the further analysis of politeness scale, proposed by Brown and Gilman (1960) is used to give more explanation of two more types of politeness scale and relevant to the topic. The third theory is proposed by Brown & Levinson (1987) to analyze the types of politeness strategies applied by the movie character in *Emma 2020* movie.

2.3.1 Types of Politeness Maxim and Politeness Scale

Leech (1983) proposed the six types of politeness maxim that in pairs for describing and concern to the politeness relationship between speaker and hearer who are the two participants that called as self (*s*) and other (*o*). Thus, as a result, in conversation conducted, one is identified as speaker (*s*) while the other (*o*) is identified as hearer (*h*). Leech (1983:131) also stated that the identification of

other (o) may be not only designated to addressee, but also to the people who are considered as an active or not active third-person involved in the speaker's or listener's sphere of influence inside the discussion or conversation. The list of six maxims are presented in the following description.

- (1) The Tact Maxim: minimize the expression of beliefs which imply cost to other and maximize the expression of belief which imply benefit to other (*minimize cost to other; maximize benefit to other*).

Example:

- a. Would you mind answering the phone?

(Leech, 1983, p 107-108)

The Tact Maxim applies directive and commissive categories of illocutions, which refer to two sides of minimize cost to hearer and maximize benefit to hearer. The above [a] example identified as directive action since Leech (1983:106) adds the example of tact maxim often as request are indirect, ordering, and commanding.

- (2) The Generosity Maxim: minimize the expression of *benefit* to self and maximize the expression of *cost* to self.

Example:

- a. You must come and have a dinner with us

(Leech, 1983, p 133)

These utterance above tend to be more polite because the speaker (*s*) interpret the benefit to (*h*), and imply the cost to her or himself as the speaker (*s*). Moreover, Leech (1983:132) adds that generosity maxim as 'other-centered' with the tendency to commissive category such as promising, vowing and offering being performed in the interest of

someone other (*h*) than the speaker (*s*).

- (3) The Approbation Maxim: minimize the expression of beliefs which express dispraise of other and maximize the expression of belief which express approval or praise to other. In particular occasion the maxim express to avoid saying unpleasant things about other or hearer (*minimize dispraise to other; maximize dispraise to other*).

Example:

A: "Her performance was magnificent, wasn't it?"

B: "Yes, wasn't it!"

(Leech, 1983,p 135)

Based on the utterance of [A] is paying for compliment about someone party's performance. Thus, the [A]'s utterance is identified as the approbation maxim by costing her/himself to maximize the expression of praising and giving compliment as conveying support, approval and positive attribute.

- (4) The Modesty Maxim: minimize the expression of *praise* of self and maximize the expression of *dispraise* of self.

Example:

a. How stupid of me!

b. Please accept this small gift as a token of our esteem

(Leech, 1983,p 136)

[a] utterance is the type of maxim that represent of self-deprecation, [b] is indicated to be quite normal in comparison to exaggerating one's generosity or even lessen the implicit impression to avoid the social offense of boasting self , (Leech, 1983:136). The above utterances are categorized as modesty maxim, that showing of self-devaluation for being

‘stupid’ and minimize of boasting to the generosity because giving a ‘gift’. In a particular situation the modesty maxim is tend to be fishing compliment by evasive reply.

- (5) The Agreement Maxim: minimize the expression of *disagreement* between self and other; maximize the expression of *agreement* between self and other.

Example:

- a. A: “English is difficult language to learn.”
- B: “True, but the grammar is quite easy.”

(Leech, 1983,p 138)

Based on the above example, those conversations are categorized as the agreement maxim that showing the agreement of [a]’s opinion and mitigating the disagreement by adding more opinion about the things being discussed. In addition, Leech (1983: 138) stated that the terms of applying agreement maxim is required when there is a tendency to exaggerate the agreement with others, but to lessen the imposition of disagreement statement, the speaker may express regret or showing concern.

- (6) The Sympathy Maxim: minimize *antipathy* between self and other; maximize *sympathy* between self and other.

Example:

- a. I’m terribly sorry to hear about your cat
- b. I’m delighted to hear about your cat

(Leech, 1983,p 139)

The above examples are showing about concern to someone's feeling of condolence and congratulating. Thus, it is classified as the sympathy maxim; however, sympathy as emotive concern is required to comprehend why someone tends to present a high concern on people's feelings by responding or saying congratulatory and condolence speeches. (Leech, 1983: 138).

Other than that, Leech (1983: 123) proposed the three of politeness scale and two more scales according to Brown and Gilman (1960) theory. Sebeok (1960) mentioned about authority scale and social distance scale stated by Brown and Gilman (1960) as the relevant scale to the politeness that proposed by Leech. The scales are suggested by Leech (1983: 123) and Brown & Gilman (1960) described following as detail.

- (1) Cost-benefit scale, related to the amount, weight or quantity of cost produced in communication. According to this scale, the speaker is imposed by the amount of cost, meanwhile the hearer tend to the party that receive the benefit (beneficial by the speaker's utterance). The cost-benefit scales is involving the values that present in 'antipathy-sympathy', 'agreement-disagreement', and 'praise'.

Example:

- [1] Have another sandwich
- [2] Would you like to use my electric dill?

(Leech, 1983, p 107-124)

- [1] Utterance present of offering someone and ordering to have more, meanwhile, [2] utterance tend to propose an action that cost to self which

beneficial to hearer by giving and offers. The above utterance perceived as cost to self and benefit to other by delivering the utterance which means that cost to hearer = less polite, benefit to hearer = greater polite.

- (2) Optionality scale, related to the amount of choice, and possibility to perform or not performing the intended meaning and action. In this scale, speaker tend to utter the question of seeking argument or someone's willingness in polite and provide the optionality meanwhile the hearer follow the condition to deny or receive the question. The greater of choice contained in the expression represent of greater polite.

Example:

[1] Would you like to type this letter?

(Leech, 1983,p 127)

The above utterances is present in a question for doing something proposed in indirect illocution and the quantity of choice are exist whether the hearer was willing to do something (cleaning the windows). There is amount of choice imposed to hearer for replying that can be presented as refusing or willingness to do the action.

- (3) Indirectness scale, related to the degree of illocution speech uttered to make the utterance to be more polite. The illocution expressed in terms of question as request or ordering. The more indirect an illocution, the more the utterance represent the degree of optionality to present the politeness with definite action would be performed.

Example:

[1] Could you possibly answer the phone?

(Leech, 1983,p 109)

The above utterance present of indirect illocution by increasing the

degree for allowing the hearer to perform or not performing the request and order rather than ordering someone in force by minimizing impolite.

- (4) Authority scale, related to the degree of power of self-authority to one another. This scale concerned about how to address *other* considering to the norm, power, and equality to perform the politeness and respect. Sebeok (1960) stated that in addressing term, there was reciprocal between the parties involved (*speaker and hearer*), (*addresser and addressee*), particularly address between master and servant, between oneself with stranger who are maintaining the greatest power loading.

Example:

- a. “Excuse me your Excellency, would you by any chance have the time?”
(Brown & Levinson, 1987, p 80-82)

The above example present about the illocution of ‘asking’ by considering to the power exist between the participants. The high value of power (based on situational circumstance) affected the way a speech conveyed in courtesy followed by addressing “*your Excellency*” and recognizing the face.

- (5) Social distance scale, related to the degree of solidarity and intimacy. This scale concerned to the relationship and with whom the party being acquaintance. Some feature involve the solidarity classification such as age, wealth, birth, social status, sex, or possession that cause the existence of higher and lower relationship such as older or noble than, employer of, servant of, and father of (someone). According to Sebeok (1960: 108), the solidarity terms can be applicable to address all parties involved and the

identification can be determined from the existence of power superior that present by someone who well known such as (parents, elder siblings) or not solidarity (someone who are not often or never sees). In addition, it also identified by the distance of relationship that comes from the female and the male, the royal than the commoner, the elder than the younger, the richer than the poorer, and the landlord than the servant which can be visually recognized by the intimacy of distance between the parties involved.

Example:

- a. Excuse me, sir would be it be all right if I smoke?

(Brown & Levinson, 1987, p 80-81)

The above expression represent of the illocution of demanding something. [a] utterance used when the parties involved (speaker and hearer) are stranger or being acquaintance but the value of distance affected the way people convey and response a given speech for asking.

Moreover, Brown & Levinson, (1987: 74) also mentioned the dimension of power and distance related to the scales that proposed by Brown & Gilman (1960). The social distance (D) and the relative power (P) as the context dependence directed the individuals involved to consider about the measure of power and distance value that used. In politeness and spoken communication between the aggregate of people in community who perceived as speaker-hearer, it is obliged to notice these values followed by the politeness strategies.

2.3.2 Politeness Strategies

Politeness strategies is concerned to the face concept as the notion and terms of applying politeness by recognizing someone's face or person self-image that interpret the feeling, emotional, social sense and situation in social interaction. It is defined as "face wants" which divided into two types are **positive face** and **negative face**. **The negative face** is the situation when the people show deference, and the apology is the applicable terms as respecting the time bothered. It is used when the hearer is not willing to be bothered or do not conveying something in straightforward and need to be freedom from action or imposition. Meanwhile, **positive face** tend to be the situation of accepting, solidarity, desire in the same goal including the appreciation and approval for receiving something (Brown & Levinson, 1987: 61).

Brown & Levinson (1987: 68) theory proposed some strategies for doing FTA are (1) off record concerned to the statement not directly to one another without redressive action. (2). on record or say something or expressing wants concerning to direct addressee with and without redressive action action. The following strategies is below described.

1. Without redressive action (bald on record) is the most direct approach or doing an act baldly. The expression conveys use imperative form tend to be direct, clear, unambiguous and concise way possible for command, request and frequently applied by close friends without being taken as orders. Thus, this strategy are not recognizing the hearer's face (Brown & Levinson, 1987: 69)

2. According to Brown & Levinson (1987: 70) by redressive action that present in two forms which depend to the two aspect of face (negative or positive face). The action used when the speaker express the utterance to minimize a possible threat (*FTA*) called as *face saving act*. Brown & Levinson (1987) then proposed the **positive politeness strategy** and **negative politeness strategy** that belong to the on record since the direct hearer are oriented by recognizing the face wants (negative or positive face).

a. Positive politeness strategy

The strategy is used and leads the speaker to say something considering to the positive face that shows the expression that tend to be friendship, well-response, solidarity, and emphasize the same goal. The face saving act concerned to the individual who desire of praise of their achievement and good self-image such as popularity (Brown & Levinson, 1987: 70). According to Brown & Levinson (1987: 102), the strategy are divided into some strategies are:

1. Notice, attends to *H* (interest, wants needs, goods)

Notice the element of hearer condition that refer to anything that appears to the listener as something the speaker should be able to notice and approve in having conversation (Brown & Levinson, 1987: 103).

2. Exaggerate (interest, approval, sympathy with *H*)

The utterance expressed often done with exaggerated intonation and stress.

It include expression like for sure, really, exactly, absolutely (Brown & Levinson, 1987: 104).

3. Intensify interest to *H*

By telling a good story, the speaker (*s*) can increase the interest in his own (speaker's) contribution to the conversation (Brown & Levinson, 1987: 106).

4. Use in-group identity markers

This strategy covers the application of dialectical address form, jargon or slang, and ellipsis. Furthermore, this strategy indicates that the speaker takes into account the relative power, status, and difference that exist between the addresser and the addressee (Brown & Levinson, 1987: 107).

5. Seek agreement

To realize the satisfaction of hearer's desire to be 'right', speaker allow to emphasize and raise the agreement. Repeating the agreement also required to stress what the preceding speaker has said to corroborated hearer's opinion and statement (Brown & Levinson, 1987: 112).

6. Avoid disagreement

The intention to be agree or appearing the agreement are the speaker's strategy to hide disagreement. It could be used as a mechanism to pretend

to agree by responding to a previous utterance with a 'Yes, but...' effect to begin the response (Brown & Levinson, 1987: 113)

7. Presuppose/raise/assert common ground

One of the strategy of addressing FTA by briefly discussing unrelated subjects to be the way to stress general interest to hearer by spending time and effort in communication (Brown & Levinson, 1987: 117).

8. Joke

The strategy imply as the basic positive politeness strategy to situate the hearer 'at ease' of faux pas. Joke is required to minimize the imposition in requesting of redressing FTA (Brown & Levinson, 1987: 124).

9. Assert or presuppose *S*'s knowledge of and concern for *H*'s want

The strategy applied is tend to order the parties involved (speaker and hearer) being cooperate, by implying the knowledge of hearer's desire. The negative question may be applied in this way, thus the utterance commonly present of asking the hearer (Brown & Levinson, 1987: 125).

10. Offer, promise

The strategy pertains to the offer and promise strategy that is applied to address the potential threat of some FTA's. By recognizing the listener's positive face desires, the speaker reveals positive intentions (Brown & Levinson, 1987: 125)

11. Be optimistic

The assumption of believing between the speaker and hearer are the strategy to express the same wants. When the positive politeness applied the assumption is tend as praising someone of being cooperate (Brown & Levinson, 1987: 126).

12. Include both *S* and *H* in the activity

By involving the speaker and hearer in activity, the cooperative presumption is employed when redress FTA. It can be illustrated by the usage of inclusive “we” to emphasize the speaker willingness that benefit for the hearer (particularly when the third party involve) rather than employing “you” or “me” (Brown & Levinson, 1987: 127).

13. Give or ask reasons

Another consideration for involving the listeners in the action is for the speaker to justify his desires. These activity by demanding a reason 'why not?' and presuming (via optimistic) that the strategic approach is to avoid the hearer being uncooperative (Brown & Levinson, 1987: 128).

14. Assume or assert reciprocity

The reciprocal right are showing that both parties between addresser and addressee. Other than that, reciprocal is applied by the speaker by soften the FTA in criticism and complain (Brown & Levinson, 1987: 129).

15. Give gifts to *H* (goods, sympathy, understanding, cooperation)

The action of give-gifting (goods, sympathy, understanding, cooperation) is considered as the strategy of presenting that as the speaker who hearing the hearer's response is like, admire, care about, concern, understand, and listen carefully to the information conveyed in communication. It can gratify the hearer's positive face desire (Brown & Levinson, 1987: 129).

b. Negative politeness strategy

The strategy is used and leads the speaker to say something considering to the negative face. There are several point of negative politeness strategy characterization such as self-effacement, formality and restraint since the negative face tend to seek freedom from imposition, seeking privacy, use the power to maintain deference, does not willing to be disturbed. According Brown & Levinson (1987: 129), the strategy are divided into some strategies:

1. Be conventionally indirect

The strategy is tend to imply the indirect speech when the use of word and phrase in sentences with a vivid contextual meanings that differ from literal meanings is used to present the indirectness. The degree of politeness in the expression of indirectness is required by examining the social dimension of power and distance (Brown & Levinson, 1987: 132).

2. Question, hedge

The action is refer to the use of language to indicate the predicate or noun phrase that modified by the degree of membership in conversational set as

partial true. It usually present in the usage of hedge performatives word are suppose, guess, and think (Brown & Levinson, 1987: 145).

3. Be pessimistic

The strategy tend to recognize the hearer's negative face by redressing an expression of skepticism over in the conditions is appropriate or acceptable of the speaking act. The application of subjunctive word in English are used to be related with seeking satisfaction of pessimistic in doing indirect request such as could, would, and may [?] (Brown & Levinson, 1987: 173).

4. Minimize the imposition

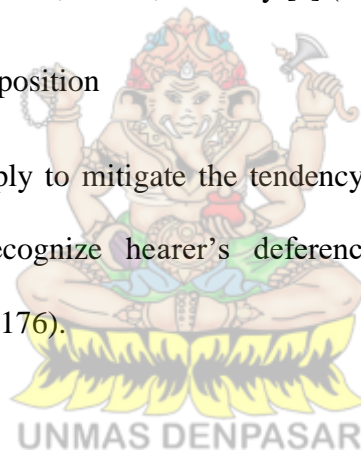
The strategy imply to mitigate the tendency of imposition by the indirect illocution to recognize hearer's deference negative face (Brown & Levinson, 1987: 176).

5. Give deference

The strategy is represent the phenomena of honorifics to understand the specific social status between the participants that referred as addressee (Brown & Levinson, 1987: 178).

6. Apologize

Apologize strategy is indicating that the speaker is recognizing the hearer's negative face. Apologize is expressing regret for something that one's equity right has infringed in some way. The ways to express regret that related to apologize are: unwillingness to admit the impingement, give



overwhelming reason and being oriented to gain forgiveness (Brown & Levinson, 1987: 187).

7. Impersonalize speaker and hearer: Avoid the pronoun “I” and “you”

The strategy is consist of ‘performative’ where the speaker are avoiding the usage of pronoun “I” and “You” to avoid of expressing an imperative statement such as commanding other by omitting pronoun “you”. The replacement of pronoun could use the indefinites of the address term such as *sir, miss, mister, person name* (Brown & Levinson, 1987: 179).

8. State the FTA as a general rule

The strategy emphasize that FTA as the general social rule of regulation or obligation. By stating that the FTA as a general rule enable the speaker who does not want to **impinge** still communicate effectively in force due the specific circumstance or social context (Brown & Levinson, 1987: 206).

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9. Nominalize

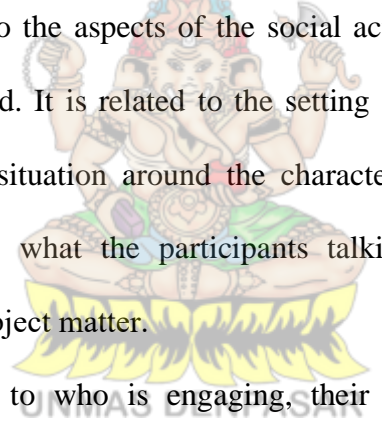
The strategy used to express or produce the formality of utterance. It can be applied in accordance to the syntax suggestion of changing form verb into adjective to noun (Brown & Levinson, 1987: 207).

10. Go on record as incurring a debt, or as not indebting hearer.

The speaker expresses their debt to the hearer in order to redress the FTA. This strategy tend to use when asking for request to minimize the tendency of imposition (Brown & Levinson, 1987: 210).

2.3.3 Context of Situation

Context is the conditions that compose by the existence of an event, statement, or idea that enable it to be completely understood and assessed. The moment context change is affected by the utterance and topic related to the circumstance when it is occurred. The usage of context situation is to explain the reason of why certain thing is said or written in the particular occasion. Halliday & Hasan (1989: 12), then proposed the three concept to describe the social context of the situation.

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- a. Field pertains to the aspects of the social action is taking place in which language is used. It is related to the setting of what is happening, where and when the situation around the character, what are the participants know and say, what the participants talking about or the topic and discussion's subject matter.
 - b. Tenor pertains to who is engaging, their status and roles, the types of relationships that exist between the parties. Related to the toner concept it is considerate to the relationship between the participants. How they are showing the comity and regard or whatever familiar with each other.
 - c. Mode pertains to what function the language is playing, such as the role of (spoken or written or some mixture of the two), and the rhetorical mode, what the text is gaining in such categories like persuade, interpretative, conceptual, and so on. It is related to the mode concept is why they use that language, why they utter that word, what are the component that involved the terms being applied by the participants.