

## **Chapter II**

### **Literature Review**

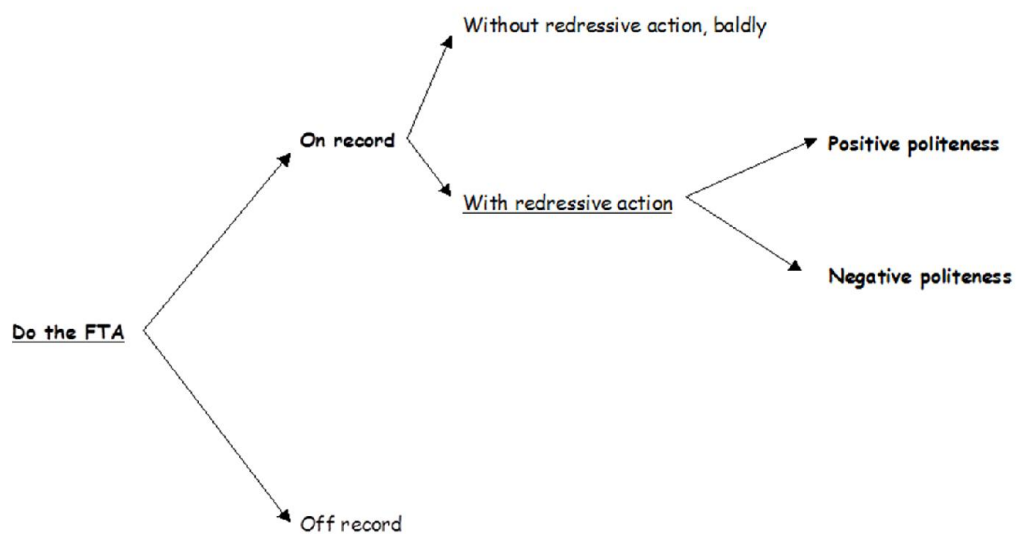
Communication between the staff and the visitors from different language and culture can cause misunderstanding between each other and will ruin the conversation. Effective communication occurs only if the receiver understands the exact information or idea that the sender intended to transmit (Mistry, Jagers, Lodge, Alton, Mericle, Frush, Meliones, 2008). An intercultural communication cannot be avoided in this world as many languages appear in every part of country. A politeness strategy is one of the manners to communicate and create a good conversation between the speaker and the hearer by using English as a foreign language. This chapter covers a discussion on the concept of politeness strategies. The references quoted among thesis are some research studies which have been researched about politeness strategies in particular situation such as talk show, tv series, and entertainment news. After that, the discussion is about some strategies in politeness proposed by Brown and Levinson theory (1978, 1987). Then, it is continued with related research of politeness strategies which used the same theory of politeness strategies.

#### **II.1 Politeness Strategies**

Brown and Levinson (1987) developed the theory of face in politeness strategies to represent a threat by the speaker to the hearer in interaction. The strategy of face is also require in the conversation. Face means the public self-

image of a person which relates to the person's emotion or feeling. According to Yule (1996), politeness in an interaction can be defined as the means employed to show awareness of another person's face. It can be accomplished in situations of social distance or closeness. The interaction between the speaker and the hearer will find the awkward situation if they do not know each other, or the S and H are in the different social status, power, and distance, then they will tend to use polite form in speaking. However, if the S and H know each other or close, they may have a common interaction without considering the social status, power, and distance.

Figure 1. Diagram of Politeness Strategies



### II.1.1 Face Threatening Act (FTA)

Face is a public self-image that every member wants to claim for himself which consist in two aspects, a negative face and a positive face (Brown & Levinson, 1987: 61). A positive face is needed to be appreciated or to be liked, while negative face is needed to have freedom of action and imposition. According to Brown and Levinson (1987), FTA or Face Threatening Act, or face saving act is intuitively the case that certain kinds of acts intrinsically threaten face, namely those acts by their nature run contrary to the face wants of the addressee and, or of the speaker. It is explained that the role of face act is the main point of showing the polite strategies in communication.

Another review from Brown and Levinson (1978 : 65) is the face threatening act (FTA) that should be understood on doing a conversation. The positive face on giving an advice or asking for a help is different with negative face on yelling to the person or roughly ordering something. There are some strategies on doing FTA, if it is clear to the hearer (H) or the participants and expressing words unambiguously, the speaker (S) may go on record, known as Bald on-record strategy. The speaker can directly use Off record if the S attempts to use metaphor and irony, rhetorical question, and hint to what the speaker wants or means to communicate. By redressive action, from Brown and Levinson (1987, p. 69), it means an action that “gives face” to the addressee attempts to counteract the potential face damage of FTA that indicates no face threat is intended or desired. This redressive action has two forms, known as positive politeness and negative politeness.

### **II.1.2 Bald on-record**

According to Brown and Levinson (1978: 74), bald on record strategy is a direct way of saying things, without any minimisation to the imposition, in a direct, clear, unambiguous and concise way, for example “Do X!”. They claim that the primary reason for bald on record usage may be generally stated as whenever the speaker wants to do FTA with maximum efficiency more than s/he wants to satisfy hearer’s face, even to any degree, s/he will choose the bald on record strategy. Those two strategies are :

- a. Cases of non-minimization of the face threat, where maximum efficiency is very important, both S and H no face redress is necessary.
- b. Cases of FTA-oriented bald on-record usage, the standard uses of bald on record, where other demands override face concerns.

### **II.1.3 Positive Politeness**

As in the choice of pronoun was determine by relative power, as a status differences, and degree of solidarity, where the address form of the younger speaker should be polite with the older hearer (Brown and Gilman 1960).It is difficult being polite if the conversation happen from different background of culture and language, according to Janet Holmes (2008, p.280). She stated that Politeness Strategies in conversation only saying “please” and “thank you”, but there are more than that. She divided politeness into two, positive politeness and negative politeness. Positive politeness emphasizes shared attitudes and values, which cultural values may influence in the communication. While negative

politeness involves expressing oneself appropriately in terms of social distance and respecting status differences, where the address term in communication is necessary. In other word, being polite is trying being formal in communication.

Recent study by Clyne (2009) suggests that there are many more principles involved in the difficult decision of which form to use. Positive politeness can be done by attending to the audience's needs, invoking equality and feelings of belonging to the group, hedging or indirectness, avoiding disagreement, using humor and optimism and making offers and promises. Some strategies in Positive Politeness from Brown and Levinson theory are :

#### *II.1.3.1 Claim Common Ground*

S claims 'common ground' with H, by indicating that S and H belongs to some set of persons who share specific wants, including goals and values.

- Strategy 1 : Notice, attend to H (his/her interest, wants, needs, goods)
- Strategy 2 : Exaggerate (interest, approval, sympathy with H)
- Strategy 3 : Intensify interest to H
- Strategy 4 : Use in-group identity maker
- Strategy 5 : Seek agreement
- Strategy 6 : Avoid disagreement
- Strategy 7 : Presuppose/ raise/ assert common ground
- Strategy 8 : Joke

### *II.1.3.2 Convey that S and H are cooperation*

This category derives from the want to convey that S and H are cooperatively involved in the relevant activity.

Strategy 9 : Assert or presuppose S's knowledge of and concern for H's wants

Strategies 10 : Offer and promise.

Strategies 11 : Be optimistic

Strategies 12 : Include both S and H in the activity.

Strategies 13 : Give or ask reason.

Strategies 14 : Assume or assert reciprocity

### *II.1.3.3 Fulfill H wants some "x"*

S decide to redress H's face directly by fulfilling some of H's wants, thereby indicates that S wants H's wants for H, in some particular aspects.

Strategy 15 : Give gifts to H (goods, sympathy, understanding, cooperation)

## **II.1.4 Negative Politeness**

Brown and Levinson put the negative face in politeness strategies to minimize the threat to the audience's negative face. Negative politeness can be done by being indirect, using hedges or questions, minimizing imposition and apologizing. Supported by Yule (1996, p.62), Negative face is the need to be

independent and Positive face is the need to be connected. Some strategies in Negative Politeness are :

*II.1.4.1 Be Direct*

The desire to give H an 'out' by being indirect and go on record.

Strategy 1 : Be conventionally indirect

*II.1.4.2 Do not presume/assume*

The desire to be direct derives from the aspect of negative politeness that specifies on-record, which redress be given to H's negative face.

Strategy 2 : Using question and hedge

*II.1.4.3 Do not coerce H*

Redressing H's negative face want is used when the proposed FTA involves predicating an act of H.

Strategy 3 : Be pessimistic

Strategy 4 : Minimize the imposition

Strategy 5 : Give deference

*II.1.4.4 Communicate S's want to not impinge on H*

To satisfy H's negative face demands is to indicate that S is aware of them and taking them into his decision to communicate the FTA.

Strategy 6 : Apologize

Strategy 7 : Impersonalize S and H

Strategy 8 : State the FTA as a general rule

Strategy 9 : Nominalize

#### *II.1.4.5 Redress other wants of H's*

Offering partial compensation for the face threat in the FTA by redressing some particular other wants of H's.

Strategy 10 : Go on record as incurring a debt, or as not indebting H.

### **II.1.5 Off Record**

According to Brown and Levinson (1987), a communicative act is off-record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act. This strategy is using an indirect language of speaker to saying something without imposing the hearer. It is depend on the hearer how to infer the indirect language whether he or she understand the meaning or not. Some strategies in Off Record are :

#### *II.1.6.1 Invite Conversational Implicature*

S says something that is not relevant, and invites H to search for an interpretation of the possible relevance.

Strategy 1 : Give hints

Strategy 2 : Give association clues

Strategy 3 : Presuppose

Strategy 4 : Understate

Strategy 5 : Overstate

Strategy 6 : Use tautologies



- Strategy 7 : Use contradictions
- Strategy 8 : Be ironic
- Strategy 9 : Use metaphors
- Strategy 10 : Use rethorical questions

#### *II.1.6.2 Be Vague or Ambiguous*

S may choose to go off record by being vague or ambiguous.

- Strategy 11 : Be ambiguous
- Strategy 12 : Be vague
- Strategy 13 : Over-generalize
- Strategy 14 : Displace H
- Strategy 15 : Be incomplete, use ellipsis

## **II.2 Surabaya Tourism Information Centre**

Tourism information centre is providing visitors to a location with information on the area's attractions, lodgings, maps, and other items relevant to tourism. Often, these centers are operated at the airport or other port of entry, by the local government or chamber of commerce. Often a visitor center is called simply an information center ([http://en.wikipedia.org/wiki/Visitor\\_center](http://en.wikipedia.org/wiki/Visitor_center)). Surabaya Tourism Information Centre is a public place which is established in 2008 and operate by the Department of Culture and Tourism Surabaya. The purpose of this place is to give some information of tourism attraction in Surabaya and East Java. Located in the city centre, TIC has main function to serve

and inform visitor about tourism places or interests. Many foreign visitors come to this place to ask everything about tourism. Local visitors also come to get any information or events in Surabaya. Therefore, the staff must be able to speak English as it is a universal language and know a basic knowledge of general cultural and tourism information.

### **II.3 Related Studies**

Many research studies analyze about Politeness Strategies in some TV shows, such as TV series, talk show, entertainment news, and others. These related studies will give another example in analysis of Politeness Strategies to support this research study in a different situation, which is takes place in a public service.

Puspita (2010) analyzed about talk show of “Today’s Dialogue”, it has been found that mostly the participants are used politeness strategies and the most frequent strategies in the talk show are Positive Politeness and Bald On-record. The case of her study is concern on the using of politeness strategies in political situation, where the speaker and the hearer are politicians. The using of politeness strategies depend on the context of the topic in this talk show, whether the conversation theme or the participants are from political areas or general.

Petricikova (2012), on her thesis analyzed about Politeness Strategies in Interview Question. She concludes that the choosing of politeness strategies is carefully taking by the speaker and the hearer based on the social distance and the power relation between each other. It also depends on the context of the interview

is talking about and how the speaker wants the distance to evolve during the conversation.

Nadzifah (2012) analyzed Politeness Strategies in The Interaction between Santriwati and Ustadz/ustadzah in Pesantren Zainul Hasan. She made two analysis in her study, to examine the types of Politeness Strategies employed by santriwati and ustadz/ustadzah in their daily interaction and the factors of using such strategies. She mentioned that all types of Politeness Strategies from Brown and Levinson theory (1987) were applied in ustadz/ustadzah's utterances. However, there are only three politeness strategies that used by santriwati because of the social factors that has been found in her study. The factor of power, social distance, and ranking of imposition were influenced the santriwati and ustadz/ustadzah to use politeness strategies. In other words, the using of politeness strategies may happen because of the factors which have been appeared in such situation.

Another studies conducted by Putu (2012) in Analysis Politeness Strategies used in Oprah Winfrey Show, an entertainment talk show which aired in United States. She managed the analysis of this talk show with the famous guest star, Ricky Martin as her object of analysis. It has been found that some strategies were applied in the interaction between the guest star and the host. The factors that influence the choice of strategies are the use of Intrinsic Payoffs, as a priori consideration where the speaker pay back in face whatever it potentially takes by the FTA, can minimize the face threatening aspect of an act by assuring the addressee, can respect and honor in return for FTA receivers, and to

get credit for being wise, not pushy, and could be responsible for the interpretation of potentially damaging the face. The social factors also appear in this study even not all factors, where the speaker and the hearer are keeping the distance by asking politely.

Even if those related studies have similarity with this study, this analysis will be based on the conversation which happen in a public place, exactly in Surabaya Tourism Information Centre. The object of this study will be the staff of TIC and the focus of this study is from the conversation between the staff and the visitor with using English as a foreign language or second language. Furthermore, the writer chooses three conversations which the visitors are coming from Hongkong, Belgium, and Colombia.