CHAPTER I

INTRODUCTION

1.1. Background of The Study

· The topic of relationship between gender and differences in language use has been discussed and researched in a lot of studies. There is one common finding among those studies that is men's talk and women's talk have different content and purposes. Some scholars see the differences between men's talk and women's talk as a result of psychological, status and prestige, and cultural differences. However, the point made by Lakoff that society differentially evaluates women's and men's speech is largely true and must be taken into account in any theory of differences and miscommunication (Kramarae & Henley ed. Jackson, 1993: 420).

Society takes an important role in shaping common perceptions that women and men are completely different. Within a patriarchal society, women are considered the subordinate group while men the dominant group. As the subordinate group, women's position is obviously lower than men's. There is general assumption that in patriarchai society there are many more men than women have positions in business and government sectors. Such a subordinate role within our patriarchal society is reflected, argues Lakoff, in the style of language women use (Jackson, 1993: 405). Women have language style that differs from the language of men. Men's speech is usually characterized as

1

competition oriented, direct, rational, logical, and dominant. On the other hand, women commonly use language that shows their subordinate role. Women's language is usually considered receptive, indirect, and polite. According to Lakoff (in Holmes, 1992: 314) there are some characteristics of women's language that can be easily recognized, such as: women often use lexical hedges (sort of, well), tag questions (she's very nice, isn't she?), rising intonation in declaratives (it's really good), 'empty' adjectives (divine, cute), precise color terms (magenta, aquamarine), intensifiers (just, so), 'hypercorrect' grammar, 'super polite' forms, avoidance of strong swear words (my goodness), and emphatic stress.

In terms of politeness, there is a general assumption that women are more polite than men. The issues that women are more polite than men have existed for many years. Many researchers have discussed gender and politeness, for examples Holmes, and Brown. They have one common finding that women are relatively more polite than men are. In a study of doctors' directives to patients, male doctors typically used imperatives (e.g. *lie down*), while female doctors used less direct forms (e.g. *maybe you could stay away from the desserts*) (Holmes, 1992: 293). In the Indonesian society, women are not only considered more polite than men, but they are encouraged to be more polite than men by their parents. According to Sudibyo (in Kholilah, 1998: 3) women have been demanded to be polite, gentle, and behave properly since they were born.

Politeness strategies are strategies that are developed in order to save the hearer's "face" (Politeness: 1997). There are four kinds of politeness strategies introduced by Brown and Levinson (1987: 94), they are Bald On-Record, Positive

Politeness, Negative Politeness, and Off-Record. There are some factors that influence the choice of the strategies. The first factor is social distance (D). We use more Positive Politeness to someone who has close relationship with us, like friends, and family. On the other hand, we use more Negative Politeness to people that we do not know well. The second factor is relative power (P). We can use Positive Politeness to our subordinates or people who have lower social status but not to our superiors or people with high social status. We use more Negative Politeness to people who have high social status. The third factor is Rank of imposition (Rx). To ask for a dollar is generally to ask for more than a dime, yet to ask for a dime just outside a telephone booth is less than to ask for a dime for no apparent reason in the middle of the street. (Brown and Levinson, 1987: 79)

Based on the general assumption that women are more polite than men, the writer wants to conduct a study about the relationship between one's sex and the choice of Politeness Strategies. The writer was curious to know whether there are similarities and differences in the politeness strategies and what kinds of similarities and differences occur in the politeness strategies used by both male and female students of Tourism Department, Unair. Since there are many kinds of speech-acts that we commonly use in our daily life, like apologizing, complimenting, debating, etc; the writer only chooses one speech act that is often used that is request. In this study, the writer wants to analyze the similarities and differences of the politeness strategies used by male and those used by female students of Tourism Department, Unair in making requests in their verbal language.

1.2.. Statement of the problems

1. Are there any similarities and differences in the politeness strategies used by male and those used by female students of Tourism Department, Unair, in making requests?

2. What kinds of similarities and differences occurring in the politeness strategies used by the male and those used by the female students of Tourism Department, Unair, in making requests?

1.3. Objectives of the Study

The objectives of the study are:

1. To find out whether there are similarities and differences in politeness strategies used by male and those used by female students of Tourism Department, Unair, in making requests

2. To find out what kinds of similarities and differences occurring in the politeness strategies used by the male and those used by the female students of Tourism Department, Unair, in making requests

1.4. Significance of the study

This study is expected to give a contribution to the studies of politeness and gender. Furthermore, through this study, the writer hopes that the readers, especially the students of the Faculty of Letters, realize the importance of politeness strategies in their social chit-chat and understand the idea of politeness

better. Moreover, the writer hopes that the readers would be able to use politeness strategies appropriately in their daily conversation.

1.5. Scope and limitation

The scope of this study is Discourse Analysis. This study is limited to the analysis of similarities and differences of the politeness strategies used by male and those used by female students of Tourism Department, Unair, in making requests in their verbal language.

1.6. Theoretical Framework

Politeness strategies are strategies that are developed in order to save the hearers' 'face' (Politeness: 1997). Face refers to the self-image that every member (person) wants to claim for himself. Thus face is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction. Face consists of two aspects; positive face and negative face. Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain their esteem and their need to be respected. There are four kinds of Politeness Strategies:

1. Bald on Record

    Doing an act baldly, without redressing, involve doing it in the most direct, clear, unambiguous, and concise way possible (for example, for .request, saying 'Do X!')

Example: Give me the nails!

2. Positive Politeness

Positive Politeness is redressed directly to the addressee's positive face, his perennials desire that his wants (or the actions, acquisitions/values resulting from them) should be thought of as desirable.

Example: I'm borrowing your scissors for a second, OK!

3. Negative Politeness

Negative politeness is redressive action addressed to the addressees' negative face: his wants to have his freedom of action unhindered and his attention unimpeded.

Example: Would you close the window, if you don't mind?

4. Off-Record

If a speaker wants to do an FTA, but wants to avoid the responsibility of doing it, he can do it off-record and leave it up to the addressee to decide how to interpret it.

Example: It's cold in here (e.i. shut the window)

1.7. Method of The Study

The approach used in this study is qualitative because the writer does not deal with numbers in her study. The data of this study are analyzed descriptively because she wants to describe the similarities and differences of politeness strategies used by male and those used by female students of Tourism Department in Airlangga University in making requests.

1.7.1. Definition of Key Terms

1. **Face:** The self-image that every member (person) wants to claim for himself.

2. **Positive Face:** The basic wants of every member (person) that his wants (including his values, his action, his achievement, his possession) are desirable to at least some others.

3. **Negative Face:** The basic wants of every member (person) to be appreciated by giving him rights to non-distraction – i.e giving freedom for action and freedom from imposition.

4. **Face Threatening Act (FTA):** Acts that infringe on the hearers' need to maintain their esteem, and their need to be respected.

5. **Bald On-Record:** Strategy that provide no effort by the speaker to reduce the impact of the FTA's. The speaker will most likely shock, embarrass the hearers or make them feel a bit uncomfortable.

6. **Positive Politeness:** Redressive action directed to the addressee's positive face, his perennial desire that his wants should be thought of as desirable.

7. **Negative Politeness:** Redressive action addressed to the addressee's negative face, his wants to have his freedom of action unhindered and his attention unimpeded.

8. **Off Record (indirect):** Strategy in which the speaker is removing him/herself from any imposition whatsoever.

9. **Claim common ground:** To convey that some wants of hearer is admirable/interesting to speaker too

10. **Don't coerce Hearer (H):** avoiding coercion of Hearer's (H) response when speaker proposes FTA that involves predicating an act of Hearer (H).

11. **Rank of Imposition (Rx):** Degree of imposition to which the FTA is rated

1.7.2. Location, Population, and Instrument

1.7.2.1. Location

This study took place in Tourism Department in Airlangga University, Surabaya, where the entire students are the students of Tourism Department. The reason why the writer chose this location because it is the place where some of the writer's friends are teaching, therefore it was easier for her to get the data for her study.

1.7.2.2. Population and Sampling

The population of this study is the students of Tourism Department in Airlangga University. Here, she chose university students because they have already had knowledge and broad perspective about politeness since they are educated people.

The writer used purposive sampling to select the respondents of this study. It means that, the subjects (respondents) are not chosen based on strata, random or

area but based on certain purposes. The subjects (respondents) who are chosen as the samples are subjects (respondents) who have similarities to the characteristics of the population (Arikunto, 1998: 117). The respondents of this study are 78 students of Tourism Department, which consist of 39 female students (14 students at the first semester, 11 students at the third semester, 14 students at the fifth semester) and 39 male students (12 students at the first semester, 15 students at the third semester, 12 students at the fifth semester). She set some qualifications of her respondents, they are:

1. They are male and female students of Tourism Department.

2. They are in the first semester, third semester, and fifth semester.

1.7.2.3. Instrument

In order to get data for this study the writer uses close-ended questionnaire that lists choices of politeness strategies in making requests suggested by Brown and Levinson. The writer also uses open-ended questionnaire that gives the respondents opportunities to write down their answers. There are eight informal and formal situations in the questionnaire.

1.7.3. Technique of Data Collection

In collecting the data for this study, the writer distributed the questionnaires to her respondents and asked the respondents to answer them. Then, she collected the questionnaires and separated the data written by male and

those written by female respondents. In short, the techniques of data collection are as follow:

1. Distributing the questionnaires to the respondents.

2. Collecting the questionnaires.

3. Separating the data written by male and those written by female respondents.

1.7.4. Technique of Data Analysis

After the writer finished collecting the data, she noting down the answer of the respondents and then counting down the answers written by male and those written by female respondents. Then, she classified the respondents' answers based on the type of Politeness Strategies suggested by Brown and Levinson into four groups: Bald On-Record, Positive Politeness, Negative Politeness, and Off Record. After classifying the answers of the female and male respondents, the writer identified the similarities and differences of the Politeness Strategies used by male and those used by female students. Finally, to make the finding easy to read, the writer made a table. In short, the technique of data analysis as follows:

1. Noting down the answer of the respondents and then counting down the answers written by the male and those written by the female respondents.

2. Classifying the respondents' answers based on the type of Politeness Strategies suggested by Brown and Levinson.

3. Putting the findings in table.

4. Drawing a conclusion.

1.8. Organization of the Thesis

In this study, the writer divides the paper into four chapters. Chapter one is introduction. This chapter consists of eight parts; they are background of the study, statements of the problems, objectives of the study, significance of the study, scope and limitation, theoretical framework, methodology of the study, and organization of the study. Chapter two is literature review. This chapter consists of two parts, which are related theories and related studies. In this study, the writer uses some theories of politeness strategies and some studies to back up her study. The major theory used by the writer is the politeness theory of Brown and Levinson. The writer also used four more theories, which are theories by Cameron, Holmes, Tsui, and Kitao. For the studies, the writer used two studies, which are studies by Saeko Fukushima and Masrah. Chapter three is data presentation and analysis of the study that had been conducted by the writer. Chapter four is the conclusion of the study.

CHAPTER II

LITERATURE REVIEW

Karunia

Fotocopy & Penjilidan

5032728