CHAPTER I

INTRODUCTION

1.1 Background of Study

The most effective tool for communication between fellow human beings is language. Language can be said as a system of arbitrary sound symbols that are used by members of a community to work together, interact, and identify themselves (Kridalaksana, 2001: 21). It is inseparable from human nature as a social creature, which always wants to interact with others in order to fulfill their needs as an individual.

Language is known as the tool that often used to communicate from spoken language or written language (Felicia 2001: 8). Written language is a variety of languages used through written media, and it is usually as a secondary language. Contrary to written language, spoken language is a form of communication that is common in humans who use words derived from large vocabularies together with various items that are spoken through the speech organs. Spoken words are connected to a string of syntactically arranged phrases and sentences. The vocabulary and syntax used together with the sounds of the language used form the identity of the language as a natural language. It is also shown in a spontaneously generated form.

In spoken language, many meanings are usually determined by the context as well. The broad concept of language systems is the basic function of language

as an expressing tool of communication (Clark & Clark 1977:23). As a means of expression, language brings the user to a creative atmosphere because of language as means revealers of thought about science, technology, and art shape intelligence. As a means of communication, language creates an atmosphere of intimacy and togetherness which in the end can foster a sense of solidarity in society. The speaker is required to master and understand the agreements contained in a language. All of this can be understood because language has its own agreement or rules that govern the use of each existing system in a language that distinguishes it from another language. Clark & Clark (1977:35) added that language system concerns the rules regarding the sound system (phonology), word formation rules (morphology), vocabulary or system meaning of words (lexicons and semantics), sentence formation rules (syntax) and rules about using language appropriately in a particular social context (pragmatic).

The terms of pragmatics refers to the speakers' communicative competence (Traugott & Prat 1980: 226). Speaker uses their knowledge of a language to convey and interpret meanings. In the pragmatics field, the speakers interpret their utterances based on social contexts. "Pragmatics is the area of language function that embraces the use of language in social contexts knowing what to say, how to say it, and when to say it and how to "be" with other people (Bowen 2001:8). In order to be accepted in the certain community, speaker is supposed to fully understand the applicable rules in that area includes an understanding of their proper use and the functions of its language.

Brown and Levinson (1987) discussed a politeness theory is based on the concept of people who have a social self-image. It also concerns on a mutual understanding in the concept of language meaning and context. *"Politeness is a form of behavior developing in society to reduce frictions in communication"*(Lakoff, 1975: 30). This type of strategy is shown by the speech act of the speaker where the utterance shows direct speech acts which can include imperative devices, such as suggestions, requests, invitations, offers, commands, and so on.

This kind of strategy is indicated by the speaker act in which the utterance indicates a direct speech act that may cover an imperative device, such as, request, invitation, suggestion, order, offer and etc. Politeness is a way to strengthen the relationship between the interlocutors according to almost all socio-cultural backgrounds. Leech (1983: 67) defined *"Politeness as a form of behavior aimed to develop and maintain the mutual interpersonal relationship"* If somebody wants to make a proper conversation, they must pay attention to the strategy of politeness. To understand nicely and create harmonious communication, politeness is needed, it is used as a mask to make communication, and people tend to choose the right strategy to communicate with others in a certain manner and context.

The study cannot be done without considering the context of the situation include participants, places, actions that involved other situation characteristics, and the effects of the action speech. The speech and language are manifested in the forms of change brought about by the things that are spoken by the inner

person situation (Halliday and Hasan, 1994: 11). This is same as politeness in various communication contexts, one of which is speech. In this study, the writer wants to analyze the politeness strategies used in Joe Biden's victory speech.

Speech is an activity of speaking in public or giving speeches in order to communicate their thoughts, comments or offers an idea of certain object (De Vito, 2009). Speeches are generally delivered by a person who gives a statement or message regarding certain matters or events that are important and must be discussed. It is generally used by a leader to give speeches around the people that mark an influence or effect on them. In making impacts of the audience, few fundamental abilities to manipulate words are absolutely important for a good speaker. For example, the language is used by politicians has to be effective to attract people's attention as they want to build their image in the political field.

For politicians, modesty in their expression can increase their popularity and enhance their image to their subjects, friends, and political opponents (De Vito,2009:12). Politicians want others to believe in their words by using politeness strategies as what Joe Biden used in his recent speeches. The choice of words in Joe Biden's speech shows a symbol of politeness according to English rules, and also seen from a different environmental and cultural point of view. Therefore, in this proposal, the writer of this study will discuss the politeness strategies of Joe Biden's speech.

Joseph Robinette Biden Junior or Joe Biden was born in Pennsylvania November 20, 1942. He is a popular American politician who is also the 46th

president of the United States of America. He just became president in 2021 beating Donald Trump by quite many votes. He graduated from Delaware University with a major in historical and political science and becoming a member of the Democratic Party. He served as the 47th vice president from 2009 to 2017 under Barack Obama and represented Delaware in the United States Senate from 1973 to 2009. November, 7th 2020 Joe Biden just delivered a victory speech on evening local time. It is marked as ending the most bitterly fought elections in modern US history and vowing to unite a divided nation facing monumental challenges.

Previous studies have been conducted related to politeness analyses which give information about the linguistics form and the meaning of politeness as follows, *Kusuma, A. (2014). Politeness strategies in Barrack Obama Speech in Democratic National Convention 2012 (Doctoral dissertation).* The writer analyzed that Obama uses several strategies of politeness in his speech. The strategy of bald on record is mostly used by the speaker in order to give treatment with maximum efficiency beyond its desire to make the listener joy and comfort. The benefit of positive politeness is to maintain dignity and satisfy people. Negative politeness is used in situations where the main focus of the conversation is soliciting and seducing listeners. Off record invites the listeners to interpret the wishes of Obama. Obama aims to convey important information to American citizens.

Balogun, S., & Murana, M. O. (2018). Language in Political Discourse: A Pragmatic Study of Presupposition And Politeness In the Inaugural Speech of

President Donald Trump. Bulletin of Advanced English Studies, 1(1), 64-76. In this article, the writer explained pragmatic prejudices created and the style used of politeness strategies by President Donald Trump in his inauguration speech. It concludes that Trump surmises among others the uniqueness of the occasion, the financial emergency tormenting America and the goal and direness of the need to rescue him and the American. From the politeness strategy, the study describes both face-threatening actions and face-saving taken by the speaker and the various strategies used. It also tells that even though Trump strives hard to mitigate the threat to the previous American leaders, the pain of those threats is still remembered because of their enormity and pressure.

Sunwoo, Jeong. (2021). Deriving politeness from an extended Lewisian model: The case of rising declarative, Journal of Pragmatics, Volume 177, Pages 183-20. The study discusses a systematic way of knowing the conclusions of politeness that come from linguistic expressions. The concept of analysis combines the aspects of general pragmatic politeness theory and the Lewisian context-updated framework emphasizing the complex relationship between politeness and English rising declaratives (RDs). Through few context-sensitive predictions were being analyzed experimentally. The attempts capture why the use of bald RD often sounds like a more polite statement whereas curious use of rising declarative often sounds like an impolite question, why bald rising declarative can sometimes convey certain presumptions about similarities, and why this entire conclusion is ultimately context-dependent. The proposals that have emerged are displayed to have broader implications for examining the role of semantic

conventions in deriving politeness related and for determining the division of labor between, context, semantics and general pragmatic reasoning.

Xia Xiang, Binghan Zheng, Dezheng Feng. (2020). Interpreting impoliteness and over-politeness: An investigation into interpreters' cognitive effort, coping strategies and their effects, Journal of Pragmatics, Volume 169, 2020, Pages 231-244. An empirical study was conducted, in which twenty-two professional translators and students were asked to work in liaison translator mode. This study investigates how politeness has functioned in a translator-mediated event and how this treatment relates to the pragmatic competence of translators. Analysis of the interpreters' cognitive efforts involved (i.e. the interpretive process) and the coping strategies used (i.e. the product of interpretation) in dealing with profane and overly polite speech, together with their retrospect, can be defined: 1) Disrespectful and excessive polite speech slows down the speed of interpretive processing, showing that cognitive effort is more involved. 2) Professionals are particularly affected when interpreting from English to another language, students in the opposite direction. Various coping strategies beyond literal interpretation were adopted by both groups. Professionals use coping strategies more freely and deliberately than students, specifically syntactic and ominous ones. 3) The majority of strategies succeed in reducing the force that threatens the face implied in speech. This study can be seen to greatly contribute to the Interlingua and cross-cultural studies of politeness, and the exploration of the complexities of the translator's role. The significance between

the two groups are explained by differences in the competence of pragmatic levels between cultures.

Béatrice, Fracchiolla. (2011). Politeness as a strategy of attack in a gendered political debate—The Royal–Sarkozy debate, Journal of Pragmatics, Volume 43, Issue 10, Pages 2480-2488. This article examines the debate between Ségolène Royal and Nicolas Sarkozy, during the second round of the French presidential election debate. The aim was to assess whether the presence of a female candidate in the second round, for the first time in French history, had an impact on the debate, and to test how the two French presidential candidates communicated with each other in the two-hour debate. The content of the debate is converted into a transcription which serves as the basis for content analysis and statistics. Researchers hypothesize that this is informed by gender assumptions about modesty and the ethos of power discourse - the manipulation of meaning and control through discourse in the political domain and violating politeness because the findings show different strategies are being used: Nicolas Sarkozy makes sounds of exaggerated courtesy and uses multiple registers; Ségolène Royal is more aggressive and formal. While Ségolène Royal uses a series of coordinated sentences, explanations and concrete examples, Nicolas Sarkozy tends to refer to abstractions..

Margarita Vinagre. (2008). Politeness strategies in collaborative e-mail exchanges, Computers & Education, Volume 50, Issue 3, Pages 1022-1036. The background of this study talks about the exchange of messages in collaborative learning should not be underestimated, because certain barriers can hinder

interactions; such as people who may not have known each other before and repeated communication in collaborative learning messages can threaten the negative faces of participants (Brown and Levinson 1978, 1987). Here, the author explores and tests how students overcome these barriers; she has analyzed the linguistic features of the politeness strategies used in introductory e-mails that are exchanged between students, who are respectively English and Spanish. The results suggest that partners in collaborative email exchanges do not use negative politeness strategies as often as we might expect in meetings where the social distance between participants is high, but they rely heavily on positive politeness strategies, especially concerning "general claims ground" assumes or confirms reciprocity and conveys cooperation. The presence of this strategy will show that cohesion, solidarity, fostering closeness are priorities to be achieved between partners, not the expected negative politeness mechanisms which aim to show high social distance and, therefore, formality and impersonality are more often shown.

The study that the writer did this time is slightly different from previous studies above. The differences between this study and other studies are mostly through the data source, form, and focus of the research. What is interesting here is that the choice of words in Biden's victory speech that show a symbol of politeness will be examined by considering the context and environmental and cultural points of view. However, the overall method and theory are quite similar whereas all of the studies were explanatively based on Brown Levinson's. Researchers use the latest corpus, namely the victory speech of Joe Biden's latest

speech in Delaware. The writer not only focuses more on studying politeness strategies as a type of language meaning in Joe Biden's victory speech but also looks for highlights of the ideology contained in it. This study would examine Biden's speech and his politeness strategies. The choice of spoken words would be displayed through politeness symbols according to English rules.

The writer chooses this speech because it has a variety of speeches derived from a well-known speaker who influences the whole of America and the world. Noticing how impactful it is, it is exciting to identify the way Biden convinced the people by his politeness strategy. Biden's words included the choice of words of his speech that shows the politeness symbol according to English language rules that will be examined. As the result, Joe Biden's victory speech was the corpus of this study using politeness strategies theory by Brown and Levinson. These theories provide a great explanation in understanding politeness as a spoken language and relevant as analyzing the strategy of politeness concerns on Biden's style and the FTA.

1.2 Research Question

The speech that will be analyzed by the writer is Joe Biden's Victory Speech. The research questions are as follow:

1. What are the politeness strategies used by Joe Biden in his Victory Speech?

2. How the functions of the politeness strategies are used by Joe Biden in his Victory Speech?

1.3 Purpose of The Study

A study must have a goal that is expected to be reaching the results to be achieved in the study, especially in empirical science usually has a goal to determine and enrich the knowledge.

1. To find out the politeness strategies used by Joe Biden's Victory Speech

2. To examine the function of the politeness strategies used by Joe Biden's Victory Speech

1.4 Scope of The Study

The writer limits only materials that concern politeness and its aspects as in the Theory of Politeness by Brown and Levinson. The existence of restrictions on this problem aims to scope the research this is more directed and also makes it easier for the writer to analyze core issues examined.

1.5 Significances of The Study

The writer is expected to extend the knowledge of the readers in the field of linguistics concerning the study of politeness in the social environment. It can be also useful as an additional reference for other writers or writers who study the field of linguistics and sociolinguistics.