CHAPTER I

INTRODUCTION

This chapter provides the introduction of politeness strategies as part of pragmatic studies. It consists of five sections: background of the study, previous study, research questions, the scope of the study, and the significance of the study. The explanation of each section is presented below.

1.1 Background of The Study

Communication is one of the most fundamental human needs which means human needs to connect and interact with each other as a social creature. In terms of communication, people need means to deliver their ideas, thought, opinion, and so on. The common means that people use to interact with each other is language. According to Wardaugh 2006, language is what the members of a particular society speak. Thus, language is a tool for people in a conversation. In order to run the conversation well, they have to be polite, we should apply language politely to minimize the addressee's face threatening.

Polite means to be a considerate conversational partner (Milamova, 2005). In short, being polite is knowing how to behave in society. In the specific case of the usage polite in language, people have to consider the choices of words, avoid using language that not respectful to conversational partner, and avoid too direct. Hill et al (1986) define politeness as 'one of the constraints on human interaction, whose pur-

pose is to consider others' feelings, establish levels of mutual comfort, and promote rapport'.

In language, there is a strategy to being polite, it is called politeness strategies. According to Brown and Levinson (1987), politeness strategy defines as a strategy that has concern with saving the hearer's face by formulating an expression that is less threatening for the hearer's face. In other words, politeness strategies are strategies used by the speaker to avoid and minimizing the threatening act to the hearer that occurred in a communication.

Politeness strategies can be found in many kinds of communication. One of them is speech. Speech is the learned skill that exists freely without writing (but still applies the cohesive and coherent sentences) and delivered through spoken language (Gordon, 1961; Burton, 1976; Osborn, 1988; Eggins, 2004). The structure of a speech is just like the structure in any other writing products, the language that is used in the speech should be clear, lively or colorful, concrete, and comprehensible, so that it can prevent the miss-conception from the audience (Setiawan, 2015).

Being a sub-discipline of pragmatics, politeness is at the focus of attention. Many pragmatics studies have been conducted regarding politeness strategies. Yuka Akutsu in 2006 conducted a study entitled *"Request strategies in "Oral Communication A" textbooks",* published in The Economic Journal of Takasaki City University of Economics. The results of this study showed that textbooks used too many direct

strategies, variations, and sentences in relation with politeness. This study also revealed that there is much room for improvement in the textbooks in terms of acquisition of speech act of request.

Angkana Tongpoon-Patanasorn and Phanupong Thumnong (2020) in *"Move and Politeness Strategies in Job Application Letters in ASEAN Contexts"* published in LEARN Journal: Language Education and Acquisition Research Network Journal, investigates move and politeness strategies used in job application letters written by six different nationalities in ASEAN. The result found three positive strategies (i.e., conventional indirectness, impersonal tone, and nominalization) which were previously found only in spoken communication. This study also showed that ASEAN job applicants mostly uses positive politeness strategies to self-promote and use negative politeness strategies to encourage further contact by the recruiters. Furthermore, This study employed two coding schemes to showed that ASEAN

applicants used slightly different strategies in their moves including promoting candidature and enclosing documents.

There is also another study conducted by Farahman Farrokhi and Mina Arghami in 2017 entitled *"An Investigation of the Use of Politeness Strategies in Refusal among Characters with Different Power Relations in English and Farsi Novels"* published in International Journal of Applied Linguistics & English Literature. This study investigated the politeness strategies in five English and five Farsi novels which

analyzed using politeness strategies proposed by Brown and Levinson (1987) among the interlocutors with different power relations when using the speech act of refusal. The result showed that the employment of politeness strategies in those novels more than the use of refusal types. It's reflected that different languages have different pragmatic rules that are culture-specific.

Marlyna Maros Liyana Rosli (2017) also conducted a study entitled *"Politeness Strategies in Twitter Updates of Female English Language Studies Malaysian Undergraduates"*. This study investigated politeness strategies in the context of computer-mediated communication (CMC) by using 776 tweet updates by 9 female undergraduate, active users of Twitter within two months as the subject which analyzed using Brown and Levinson (1987). The result showed that the participants mostly used positive politeness, followed by the bald-on record, off-record, and the least employed is negative politeness. This study also suggests that the overuse of profanity, ambiguous indirect strategy, and failure to comply with the 140-character limit in a tweet are some reasons that might cause misfire to happen.

Another previous study of politeness strategies has been conducted by Reza Pishghadam and Safoora Navari in the context of the advertisement, entitled *"A study into politeness strategies and politeness markers in advertisements as persuasive tools. Mediterranean Journal of Social Sciences"*, this research aimed to investigate the pragmatic function of politeness in a less-talked-about communicative act: advertising. The result of this study showed that English ads made more use of

Positive politeness strategies while in Persian ads indirect Off-record strategies were more favored.

Based on previous researches above, it can be concluded that politeness strategies can be found in many forms of communication (i.e. textbooks, job application letters, novels, Twitter update, advertisements). The researches above also similar to this current study because they also analyzed politeness strategies using Brown and Levinson's theory. However, what makes this study different from those researches is the source of the data that is going to be used. The source that will be used by the writer in this study is from a speech video.

The writer chooses politeness strategies as a subject in this research because politeness strategies is an important part of communication, especially for English learners. Akutsu (2006) claims "communicative competence comprises pragmatic competence and it's difficult for a learner of a language to participate in the target language community successfully without the competence" (p. 135). Thus, in prag-matic we learn how words and phrases are used with special meanings in different situations, which also makes it interesting to found out the importance of politeness strategies and the factors influencing it in a speech.

One of the speech videos that would be the source for this research is from Antonio Guterres' speech video about women and power at the New School which was published in 2020. There are three factors that influence the writer to choose this

speech video as the subject of this research. Firstly, this speech was given by Antonio Guterres, who is known as Secretary-General of the United Nation. He is known as a UN member concerned about women issues and has coincided with serious displacement crises during his tenure as the head of this world's foremost humanitarian organizations. Secondly, this speech was delivered at the New School, a New York University on February 27, 2020, which the audience of this event was very occasional. Thirdly, the topic that is delivered by Antonio Guterres in this speech was very challenging. The topic is about gender inequality and discrimination against women which most likely avoid by most of the speakers because it is a kind of sensitive topic in society. Fourth, the frequent polite event found in this speech.

This speech will be examined using descriptive qualitative method and applied Brown and Levinson's theory of politeness strategies. This theory is used because it is considered as widely recognized and remains relevant as a universal theory of politeness.

1.2 Research Questions

This study intends to provide an in-depth analysis of the research questions as follow:

1. What kinds of politeness strategies are used by Guterres in his women and power speech?

2. What factors are influencing the use of politeness strategies in Guterres's speech?

1.3 Purpose of The Study

Based on the research questions above, the purpose of the study are presented below:

1. To identify the kinds of politeness strategies used by Antonio Guterres in his women and power speech

2. To reveal what factor does Gutteres use in his speech

1.4 Scope of The Study

The focus of this study will be based on the video of Antonio Guterres' speech about women and power that being performed in the New School, New York on February 27, 2020.

1.5 Significance of The Study

This study is expected to be useful for those who are interested in studying and analyzing pragmatic studies especially the usage of politeness strategies. Moreover, this study is also expected can be additional references for further research, especially in pragmatic research.