

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Language is a system of communication that is agreed and used by certain members of society to cooperate, and to identify among themselves. The main function of language is for communication because language has a very important role in human's life. People need a language to interact, and socialize with other people in a society. They use language to communicate every day and everywhere.

Communication is a process by which information is exchanged between individuals through a common system of symbols, sign, or behavior. With language and communication people can understand the issues in their societies. Communication can build social relationships for societies. It means language and communication cannot be separated in a society. As a means of expression, language brings the user to a creative environment 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. 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).

Pragmatic is the study of the relation between language and context that are basic to an account of language understanding. Pragmatics is distinct from grammar, which is the study of the internal structure of language. Pragmatics is the study of how language is used to communicate (Parker, 1986: 11). Pragmatics itself is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Consider the following definition of pragmatics that is advanced by Cruse (2000: 16): Pragmatics can be taken to be concerned with aspects of information (in the widest sense) conveyed through language which (a) are not encoded by generally accepted convention in the linguistic forms used, but which (b) none the less arise naturally out of and depend on the meanings conventionally encoded in the linguistic form used, taken in conjunction with the context in which the forms are used [emphasis added].

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.

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 Kim Nam Joon's UN General Assembly 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 used by singer i.e. K-Pop idol has to be effective to attract the people or fans attention as they want to build their image and make an impact.

Related to the object of pragmatics studies, a speech delivered by Kim Namjoon was the focus of this proposal. Kim Namjoon, popularly known as RM is the leader of Bangtan Boys (BTS, hereafter), one of the most famous K-Pop stars. BTS is known as a group with seven members who write socially inspired songs and speak their feelings, hope and dream on behalf of their generation using music. In September 2018, BTS has joined with UNICEF to promote an international campaign with hashtag #ENDviolence that purposed on against violence towards children and young people around the world. Kim Namjoon, the leader of the K-Pop band delivered a speech on behalf of the group in the United Nations event

“Youth 2030” in New York City. It is marked as one of the group’s remarkable achievements as they were the first K-Pop boy band to ever deliver a message in one of UN’s distinguished platforms. As time moved on, 2021 BTS had obtained the privilege to present in the UN once more in the occasion to build SDG awareness towards the youth in the pandemic era. They expressed their opinions and beliefs that the youth are more prepared and welcome’s change, as the group described them as the ‘welcome generation’ rather than society dictating them as the ‘lost generation’.

Previous studies have been conducted related to politeness studies that analyze the linguistics form and the meaning of politeness as follows: *Kusuma, A. (2014). Politeness Strategies in Barack Obama’ Speech in Democratic National Convention 2012.* The writer has concluded that Obama used all types of politeness strategies proposed by Brown and Levinson. 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.

*Sarah, B. (2018). Language in Political Discourse: A Pragmatic Study of Presupposition and Politeness in the Inaugural Speech of President Donald Trump.* This study analyzed pragmatic presuppositions made and politeness strategies employed by President Donald Trump in the speech delivered at his inauguration

ceremony. Regarding politeness, the paper unravels both the face saving and face threatening acts performed by the speaker and the various strategies deployed. It concludes that although Trump strives hard to mitigate the threats to the face of the past American leaders among others, the poignancies of the threat still remain painfully memorable for their enormity and emphasis.

*Sunwoo, J. (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 7 conventions in deriving politeness related and for determining the division of labor between, context, semantics and general pragmatic reasoning.

*Xia Xiang, Bingham 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.

*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 writer 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 has conducted is slightly different from previous studies. One of the main differences this study has to offer is the background of the speaker from the data source itself who has no political background, nor does the speaker usually present a speech in a world organization that has proven to make an impact in society since the speaker originates from the source of the modern entertainment industry, that's what makes this study unique and interesting. Other differences lie mostly in the data source, form, and focus of research. The focus of the research will be conducted as descriptive analytical interpretative study. However, the overall method and theory are quite similar to all previous studies that were conducted which were explanatively based on the theory proposed by Brown and Levinson (1987). This study would examine the utterances of BTS' United General Assembly Speech in 2018 and 2021 and the politeness strategies that are

contained within the speech.

Due to the popularity and significance that the band has achieved and known for, the writer has chosen these particular two speeches. According to Fahrenheit Magazine (2018), they described the world-renowned band who ‘conquered the world’ through the music industry. Mel (2018) stated that ‘the internet has gone wild over his impassioned speech, as they praised the group for their selfless message’, through her article posted by Metro UK. She adds ‘the Love Myself campaign is proof that young people around the world can come together and make a difference’. In fact, within the speech itself consists a line that Kim Namjoon spoke about how releasing their Love Yourself albums and their Love Yourself campaign, he was contacted by Army fans who told them how their messages helped them overcome hardships in their own lives ‘and start loving themselves. This goes to prove that BTS’ speech has successfully shown to change the youth’s lives and perspectives towards self-confidence. As a result, BTS’ speech was the corpus of this study using politeness strategy theory proposed 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 BTS’ style and the FTA.

## **1.2 Research Question**

The research question that will be analyzed from Kim Namjoon’s speech are as follows:

1. What kinds of politeness strategy are used by BTS in their speech?
2. How do the choices of strategies influence the meaning of the BTS utterances?



### **1.3 Objectives of the Study**

A study must have a goal that is expected to be reaching the results to be achieved in the study. The objectives of the study are as follows:

1. To analyze the types of politeness strategy used in BTS' United Nations General Assembly Speech.
2. To examine the choices of strategies that influence the meaning of the utterances in BTS' United Nations General Assembly 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.

### **1.5 Significances of the Research**

This study is expected to increase the linguistics knowledge of the pragmatics field in general, especially in the study of politeness strategies. In addition, this study is expected to provide accurate information for understanding the theory of pragmatics about the pragmatics aspects of the politeness strategies, and hopefully would become relevant for further research in the same field and provide enough information about related topics.