

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Discourse Analysis

In the field of linguistics, discourse analysis is a discipline which has been discussed in recent years. While discussing about discourse, there are some interpretations which can be applied in this research. According to Wood and Kroger (2000:19), they point out that people use discourse to concern about all spoken and written forms of language use both in the form of talk and text that is used as social practice. It means that discourse is divided into two types, spoken discourse and written discourse. These two types are intentionally applied in human social life.

Due to discourse is divided into spoken discourse and written discourse, it can be sure that there are some differences between those two types. Based on Paltridge (2006:13-19), there are seven differences between spoken discourse and written discourse. The differences can be seen from the grammatical intricacy, lexical density, nominalization, explicitness, contextualization, spontaneous, and repetition, hesitation, and redundancy. In the view of grammatical intricacy, written discourse is more complex as it is organized well than spoken discourse. In lexical density, written discourse is more accurate than spoken discourse. Deal with nominalization, written discourse has a good and clear construction than spoken discourse. In the view of explicitness, written discourse is also more explicit than spoken discourse. In contextualization, written discourse is more

contextual than spoken discourse. However, spontaneity can be found frequently in spoken discourse than in written discourse as there is no more preparation and also disorganized. The last is about repetition, hesitation, and redundancy. It is also often found in spoken discourse than in written discourse as it is produced in real time. Due to this research is conducted to analyze Positive Politeness Strategies used by Alice for Struggling against Alzheimer, spoken and written discourse are used together as these two types relate to each other. But, the researcher more focus on spoken discourse as the researcher collects the data from the dialogue of the film and supported by its script.

Discourse and discourse analysis are two things which can not be separated. In other words, it can be stated that discourse is an object and discourse analysis is a way or approach that is used to analyze it. Based on McCarthy (1991:15), discourse analysis is concerned with the study of the relationship between language and the contexts in which it is used. It is strengthened by Yule (1996:83), she points out that discourse analysis focuses on spoken or written text of the process in which language is used elaborately in some contexts to convey particular intention. While, according to Paltridge (2006:1), discourse analysis is an approach to the analysis of language that looks at pattern of language across text as well as the social and cultural contexts in which the texts occur. He adds (*Ibid*:2) that

“discourse analysis focuses on knowledge about language beyond the word, clause, phrase, and sentence that is needed for successful communication. It looks at pattern of language across text and considers the relationship between language and the social and cultural contexts in which it is used.”

On the other hand, Brown and Yule (1983:1) propose that the analysis of discourse is, necessarily, the analysis of language in use. Based on kinds of definitions above, the researcher concludes that discourse analysis is a method to analyze language that related to the social and cultural contexts by examining the pattern of language and it is used to deliver a certain goal.

2.2 Pragmatics

Generally, pragmatics can be defined as a study of speaker's or writer's intended meaning. In detail definition and explanation about pragmatics, it can be seen from some perspectives and actually there are more than three definitions that can be applied in this research. Based on Stalnaker (1972:383), pragmatics is the study of linguistic acts and the contexts in which they are performed. Further, Stalnaker's definition is strengthened by Yule (1996:3). She points out:

“Pragmatics is the study of speaker meaning. It can also be called as a study of contextual meaning. In addition, the area of pragmatics also explains about how more gets communicated than is said.”

On the other hand, the explanation about pragmatics proposed by Horn and Ward (2006:14). They propose that pragmatics is the study of those context-dependent aspect of meaning which are systematically abstracted away from the construction of content or logical form. In addition, these definitions are strengthened by Paltridge. He (2006:53) points out that pragmatics is the study of meaning in relation to the context in which a person is speaking or writing.

Based on kinds of definitions above about pragmatics that viewed from some perspectives by some linguists, it can be drawn that when people talk about pragmatics, they also think about the context which underlies it. It means that pragmatics and context are two things which can not be separated as they relate to each other in creating the meaning. Basically, pragmatics can be in spoken and written form and the main point of pragmatics that is stated above is same. It is about the study of meaning that produced by the speaker or the writer and interpreted by the hearer or the reader by seeing the particular context. However, there is a different concept that declared by Yule (1996:3). Besides she declares that pragmatics is the study of speaker meaning and study of contextual meaning, she also declares that pragmatics expresses about how more gets communicated than is said. In this case, it involves the way of the hearer or the reader in drawing inferences about what conveyed by the speaker or the writer as the type of this study deals with “what is unsaid is recognized as part of what is communicated.”

Thus, context in pragmatics has a great role as it affects the hearer or the reader in creating the intended meaning. It contributes an idea or thought for the hearer or the reader to comprehend the real meaning of the speaker or the writer. So, the hearer or the reader must be able to interpret and understand the context well to avoid misinterpretation.

2.3 Context in Discourse

As stated in the beginning that context in the field of linguistics, especially in discourse and pragmatics is a vital thing as it contributes an idea or thought for

the hearer or reader for analyzing and interpreting the real meaning of the speaker or writer, but in this sub topic the researcher is going to explain clearly what context is. According to Gee, he proposes:

“The context of an utterance (oral or written) is everything in the material, mental, personal, interactional, social, institutional, cultural, and historical situation in which the utterance was made that could conceivably influence the answer to any questions (1999:54).

Based on the definition above, it can be drawn that context has a great role. It can affect the hearer or reader to assume or give respond toward what conveyed by the speaker or writer. Everything that can be found during the communication takes place can be called as a context.

Further, Gee’s statement is strengthened by Hymes (1964) that stated by Brown and Yule in their book entitled *Discourse Analysis* (1983:38), they propose nine elements of contexts. They can be seen as follow:

1. “The roles of addressor and addressee. The addressor is a speaker or writer who produces the utterance. While, the addressee is the hearer or reader who is the recipient of the utterance.”
2. “Topic, what is being talked about.”
3. “Setting, both in term of where the event is situated in place and time, and in terms of the physical relations of the interactants which respect to posture or gesture and facial expression.”
4. “Channel, how is the contact between the participant in the event being maintained – by speech, writing, signing, smoke signals.”

5. “Code, what language, or dialect, or style of language is being used.”
6. “Message-form, what form is intended – chat, debate, sermon, fairy-tale, sonnet, love letter, etc.”
7. “Event, the nature of the communicative event within which a genre may be embedded.”
8. “Key, which involves evaluation – was it a good sermon, a phatetic explanation, etc.”
9. “Purpose, what the participants intend should come about as a result of the communicative event.”

Those elements are very important to be concerned while interacting or communicating as they give contributions for the hearer or the reader in interpreting the real meaning. On the other hand, according to Mey (2001:39) context can be defined as a dynamic and not a static concept. It means that context is object that can change at any time, it depends on the surrounding where the communication takes place.

While, According to Cutting (2002:3) that is stated by Paltridge in his book *Discourse Analysis: An Introduction* (2006:54) proposes that there are a number of key aspects of context that are crucial to the production and interpretation of discourse. They are divided into situational context, background knowledge context, and co-textual context. Situational context in terms of what people ‘know about what they can see around them’. Background knowledge context in terms of what people ‘know about each other and the world’. And co-

textual context in terms of what people ‘know about what they have been saying’. Dealing with background knowledge context, there are two aspects include on background knowledge. They are cultural knowledge and interpersonal knowledge. It includes what people know about world, each other, current rules or norms in the particular place where the communication occurs.

Based on some perspectives about context above, the researcher concludes that when people communicate with other whether it is about social, politic, culture, and so on they must consider well the context. It must be considered well as it is able to help the hearer or the reader in catching and interpreting the real meaning. As stated in the beginning that to reach the aim of communication, between one person and the interlocutor must cooperate and it can be conducted by understanding the elements and key aspects of the context. The main point in understanding the context is to avoid misinterpretation.

As there are many elements or parts of the context, people do not use all of them while having communication with other. They usually use the relevant parts of the context, such as the roles of addressor and addressee, setting, topic, and background knowledge. They will use the elements or parts of the context which are really important or needed in interpreting what the speaker means through his words.

2.4 Speech Act for Analysing Utterances

In general, speech act is concerned with the ways in which the language can be applied. It means that language is applied to “do things” other than just

refers to the fact, reality, opinion or assumption of certain statements. Based on Austin and Searle that stated by Paltridge (2006:55) they argued that in the same way that we perform physical acts, we also perform acts by using language. That is, we use language to give orders, to make requests, to give warnings, or to give advice. In other words, to do things that go beyond the literal meaning of what we say. Further, Austin elaborates it in her book, he (1962:94) points out that to say something *is* to do something, or *in* saying something we do something, and even *by* saying something we do something. In other word, it can be summarized that every utterances that produced by someone, he/she does not only utter or assert the words but he/she has an intent to do something.

Due to speech act relates to how the speaker performs physical through language, Austin (1962:94) categorizes into three kinds of act toward what people said that often occur while having communication with other. Those are locutionary act, illocutionary act, and perlocutionary act. The followings below are examples of Locutionary act, Illocutionary act, and Perlocutionary act. They are adapted from Austin's book entitled *How to Do Things with Words* (1962:102).

➤ Act (A) or Locution

He said to me, 'You can't do that'.

➤ Act (B) or Illocution

He protested against my doing it.

➤ Act (C, a) or Perlocution

He pulled me up, checked me

➤ Act (C, b)

He stopped me, he brought me to my senses and he annoyed me.

Based on the examples above, it can be inferred that Locutionary act refers to the literal meaning of the actual word. It means that there is no implied meaning. So, the hearer does not need to interpret the speaker's utterance as the message has been clearly conveyed. While, illocutionary act refers to the speaker's intention in uttering the words and in this case the speaker has an implied meaning. It means that the hearer must interpret what actually wanted or desired toward what conveyed by the speaker. It is a valid and complete act because it has a force than another. While, perlocutionary act refers to the effect of the utterance.

Further, Austin's classification of speech act is strengthened by Searle (1979). But, he focus on Illocutionary act. According to him, illocutions are a part of language as opposed to particular languages (*Ibid:2*). It means that the meaning of what stated by the speaker is actually implied or does not stated explicitly. In this case, the hearer must understand deeply what actually wanted by the speaker, so the aim of communication is reachable.

2.5 The Notion of Politeness

Politeness is a phenomenon which has illustrated a great deal of attention in recent years. It is a phenomenon which understandable by everyone naturally

while having communication in their mother tongue or first language. Politeness can be defined as an expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003:6). While, according to Lakoff (1990:34) that stated by Eelen in his book entitled *A Critique of Politeness Theories*, politeness as a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange (2001:2). Further, these definitions are strengthened by Ide that also declared by Eelen in his same book. Ide points out that politeness as basically involved in maintaining smooth communication (*Ibid*:11). Based on the definitions above, it can be concluded that the concept of politeness is same. It is applied by people in doing communication to avoid conflict with other and also to make the communication runs well and go nicely.

2.5.1 Politeness and the management of face

When people communicate with other or involved in a conversation, they actually keep a certain variable. It is a "Face". Face can be defined as:

“the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact. Face is an image of self delineated in terms of approved social attributes - albeit an image that others may share, as when a person makes a good showing for his profession or religion by making a good showing for himself.” (Goffman, 1967:5)

Further, Brown and Levinson also point out the definition of face that derived from Goffman (1967), they point out that 'face' is the public self image that every member wants to claim for himself (Brown and Levinson, 1987:61).

Based on the explanation above, it can be summarized that face is a self image of a person that illustrate a social attribute of himself. This image can be damaged, kept or maintained, and even elevated while having interaction with other. Actually, there are two aspects of face that are positive and negative face. Positive face can be defined as the positive consistent self image or 'personality' (crucially including the desire that this self image be appreciated and approved of) claimed by interactants. While, negative face is the basic claim to territories, personal preserves, right to non distraction (Brown and Levinson, 1987:61). In other words, it can be stated that positive face is reflected to speaker's desire to be appreciated or concerned by the hearer or other. In the contrary, negative face is reflected to speaker's desire that his/her action not to be impeded by the hearer or other.

2.5.2 Face Threatening Acts and Its Strategies

When people communicate with other, there is an occurrence that inevitable and it is almost undergone by everyone on their utterances. When this occurrence is related to politeness, it is called Face Threatening Acts (FTA). It can be defined as some acts 'threaten' a person's face (Paltridge 2006:77). It means that there are several acts that occur when communicate and they cause the

intelocutor feels threatened. In addition, it is not only threaten the hearer's face but it also threaten the speaker's face (Brown and Levinson, 1987:67).

The followings below are some strategies that can be used for doing FTA:

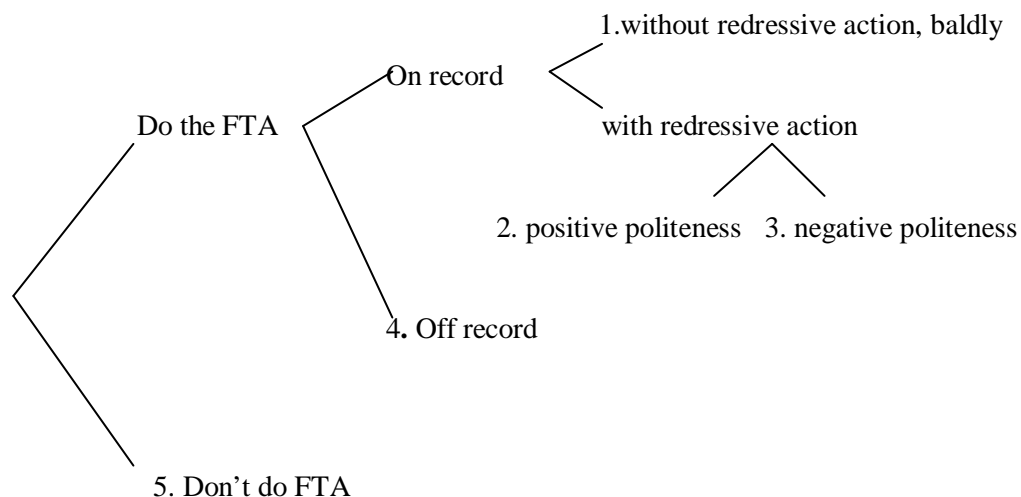


Fig. 1 Possible strategies for doing FTAs (Brown and Levinson, 1987:69)

Based on the figure above, there are some strategies that can be chosen by the speaker in uttering the words. Mainly, the speaker can choose to do the FTA or don't do the FTA. While doing FTA, there are two strategies, on record and off record. On record itself is divided into two elements. The first is without redressive action or baldly, and the second is with redressive action. Without redressive action or doing an act baldly involves doing it in the most direct, clear, unambiguous and concise way possible (for example, for saying 'Do X') (Brown and Levinson, 1987:69). It means that the speaker in utterings the words does not use complex sentence and it can be understood by the hearer easily without appearing or causing ambiguity. While, redressive action is divided into positive

politeness and negative politeness. Brown and Levinson give the detail definition about positive politeness and negative politeness as follow:

“Positive politeness is oriented toward the positive face of H, the positive self image that he claims for himself. Negative politeness, on the other hand, is oriented mainly toward partially satisfying (redressing) H’s negative face, his basic want to maintain claims of territory and self determination (1987:70).”

Based on definition above, it means that positive politeness and negative politeness are two strategies that can be used by the speaker in uttering the words. Those two strategies are quite different. In positive politeness strategy, the speaker gives the positive self image to the hearer as it is reflected to himself .While, negative politeness is oriented to the negative face of the hearer and primarily it deals with the speaker’s self determination.

The last strategy that is illustrated in the figure above is off record. Actually, off record is as opposed to on record strategy. In on record strategy, what communicative intention is unambiguous and there is just one unambiguously attributable intention with which witnesses would concur. While, in off record, there is more than one unambiguously attributable intention so that the actor can not be held to have committed himself to one particular intent (Brown and Levinson, 1987:69). In other words, it can be inferred that the hearer will be more comprehend receiving the speaker’s intention if he uses on record strategy rather than off record strategy.

2.6 Realization of Positive Politeness Strategies

In order to make a better understanding about types of positive politeness strategy in language, the chart of positive politeness strategy will be presented as follow:

Based on chart of positive politeness strategies above, there are many strategies that can be used by the speaker for uttering the words. Basically, it is divided into three main strategies and each strategies are still classified into specific strategies. Regarding this research is conducted to seek and analyze positive politeness strategies used by Alice for struggling against Alzheimer, so the researcher only explains some strategies which are suitable with the selected data. The followings below are some strategies which are used by Alice for struggling against Alzheimer:

1. Promise strategy

It is a strategy that can be used to redress the potential threat of some FTAs, the speaker may choose to stress his cooperation with the hearer in another way (Brown and Levinson, 1987:125).

2. Be optimistic strategy

It is a strategy that is associated with the cooperative strategy. The speaker assumes that the hearer wants the speaker's want. In this case, the speaker be so presumptuous as assume the hearer will cooperate with him and may carry a tacit commitment for the speaker to cooperate with the hearer as well, or at least a tacit claim that the hearer will cooperate with the speaker because it will be in their mutual shared (*Ibid*:126).

3. Give understanding to the hearer

By using this strategy, the speaker may satisfy the hearer's positive face want by actually satisfying some of the hearer's want (*Ibid*:129).

2.7 Previous Studies

In conducting and finishing this research, the researcher reviews other people's studies as reference. There are two previous studies which are used by the researcher. The first is from Rachel Lynette Adams' study (2013). She is from The University of Birmingham. The title of her study is *Politeness Strategies in Decision-Making between GP and Patients*. While, the second study is from Ivana Petrickova (2012), she is from Faculty of Arts - Department of English and American Studies – Masaryk University. The title of her study is *Politeness Strategies in Interview Questions*.

In Adams' study, politeness theory was used to examine the linguistics management of the threats. She claimed that GP's positive politeness had persuasive effects. GP used positive politeness to support patients' decisions, offer reassurance and redress damage to face. While, patients' negative politeness showed their discomfort when presenting potentially contentious decisions. These findings presented the complexity of language and meaning in communication. In addition, in Petrickove's study, she pointed out that the choice of politeness strategies not only depended on the real social distance of the speaker and the hearer but also how the speaker wanted the distance to evolve during the communication took place. In addition, the choice of politeness strategy is influenced by the way of the speaker wanted to be perceived by the audiences, whether as an objective professional in political interview or as a friendly host in interviews with the celebrities.

This research of the analysis of positive politeness strategies used by Alice for struggling against Alzheimer has similarity with those two previous studies in the way of analysing politeness strategy and also the main theory. In addition, there is also difference that can be seen from the selected data. Obviously, the form of data is same, that is in the form of utterance but in this research the data were taken from the dialogue of the film, while the previous studies, the data were taken from the real daily conversation. However, this research tries to develop them. The researcher not only analyzes the utterance whether it includes on positive politeness or not but the researcher uses positive politeness strategy as a means to find out what actually wanted by Alice in uttering the words by using this strategy. In addition, the process of analysis is related to her background as Linguistic Professor and her Alzheimer which attacks herself recently to make the way of analysis be easier.