

CHAPTER II

THEORETICAL REVIEW

In this chapter, the researcher presents reviews of related theories as well as reviews of related research. The review of related theories describes some theories of language related to the problems of this research. The review of related research shows the review of the previous research which have similarities to this research.

A. Review of Related Theories

1. Pragmatics

According to Yule (1996:3) pragmatics relates to a study about the meaning of speaker. In other words, the term of pragmatic is about the contextual meaning expressed by the speaker and construed by the interlocutor. In line with Yule (1996), Birner (2013:2) claims pragmatics as a study of the use of language in context while semantics concerns with the study of meaning which is literally separate from the context. In other word, semantics focuses on a competence while pragmatics focuses on performance matter.

According to Birner (2013:4) pragmatics relates to the meaning that is rather inconstant, which is not found in dictionaries and which contrast from context to context. Additionally, Yule (1996:1) also maintains that pragmatics is the study about how someone is able to deliver more than he or she says and related to the relative distance. In addition, LoCasto (2012:5) defines pragmatics as a term which basically does not only focus on the meaning of words in conversation, but

also how people can obtain from what is said in words for communicative purposes out of every word spoken.

LoCastro (2012:8) mentions about how one form of single word can have several functions and each function can take various different forms is learned as pragmatics. Furthermore, pragmatics embraces interaction between language knowledge and basic knowledge about the world that is owned by the hearers. According to House (2005: 342) contextual meaning or utterance meaning is the first component of speaker meaning. In conclusion, pragmatics relates to the speaker's meaning of what people intend by their utterances rather than what the words or phrases might mean by themselves.

Pragmatics as a branch of linguistics has several topics of discussion such as deixis, presupposition, implicature, speech act and politeness. Speech acts are the basis for the analysis of other pragmatic topics such as presuppositions, cooperative principles, and politeness principles. Therefore, in an act of conversation, every form of utterance basically signifies something. Everyone has different interpretation in conversation so that politeness comes as one of the things that can overcome the differences.

2. Politeness

According to Cruse (2000: 362) politeness is about whatever is said not about the matter of what is considered or believed. Yule (2017: 143) defines politeness as a means used by speaker in order to indicate consciousness of interlocutors' face that can be achieved in circumstances of social distance or closeness. In addition to the theories proposed by Cruse (2000) and Yule (2017),

there are also other descriptions related to the theory of politeness defined by several experts. Following are discussion of theories about politeness by a number of scholars; Lakoff (1973), Leech (1983), Brown and Levinson (1987).

a. Lakoff's Rules of Politeness

Lakoff (1973) defines politeness as an interpersonal relationship system designed for facilitating the interaction by reducing the potential for conflict. She also suggests that certain rules must exist when considering something polite or impolite. She specifies the rules by looking at cultural differences and how the equal actions are considered polite or rude in the same way. Her point of view of politeness rules is based on Gricean perspective, consisting of “*Don't impose,*” “*Give options,*” and “*Make a feel good-be friendly*”.

From the aforementioned rules, Lakoff (1973: 298) suggests the level of politeness starts from formal politeness (*don't impose*) through informal politeness (*give options*) to personal politeness (*make a feel good*). For instance, a speaker uses formal politeness to the interlocutor with an utterance like “*I'm sorry to disturb you, but...*”. Meanwhile, if the speaker says “*Would you mind closing the window?*”, it is categorized as informal politeness. For the intimate or personal politeness, the speaker says like “*Hey! That's a terrific suit you've got on there!*”.

In her later publication, Lakoff (2004: 152) created three different rules of politeness:

1. Formality: keep aloof
2. Deference: give options
3. Camaraderie: show sympathy

Based on Lakoff and Ide (2005: 88) the primary rule, which is the formality, is about formal politeness that is often found in an etiquette book. The main objective of formality is to establish a gap between the speaker and interlocutor. For example, Lakoff and Ide (2005: 88) mentions several academic strategies, such as to occasionally adopt passivity talk about the person himself, apply professional jargon to prevent negative connotations, such as carcinoma vs. cancer, and preserve the gap between the professionalism distance and the patients.

For the second rule which is the deference, Lakoff (2004) states the interlocutors have the right to decide how to behave in their own ways. This rule can be applied within the first and the third rules at the same time. For instance, it defines the use of *hedges* in which the speakers use words that are intended to frustrate the request and denote hesitation in speech.

The third rule is camaraderie which showing that sympathy can be used independently without following other rules, especially the first rule. In this rule, the speaker creates the situation in which the interlocutors feel welcomed or become a part of the same group. Also, this rule involves jokes, nicknames use and colloquial language.

Nevertheless, Leech, another scholar, criticized three rules of politeness employed by Lakoff (1973). Leech (2014: 33) states that even though Lakoff's rules of politeness lead people to think about the pragmatic impact of politeness including in linguistic behavior, her rules are not worked out circumstantially. In

other word, the rules of politeness as stated above are too general since Lakoff did not describe her account in detail.

b. Leech's Maxims of Politeness

Leech (1983) suggested a tact maxim and became more generally a politeness principle as a complementary to Grice's Cooperative Principle (CP). Politeness principle proves that speaker and interlocutor, on the whole, prefers to assert polite beliefs rather than impolite one. Similarly, cooperative principle, the politeness principle is a principle that can be observed, violated, suspended, or derided.

According to Leech (1983) politeness principle can be classified into numerous specific "sub-principles" or maxims. To define the polite linguistic behaviour, Leech (1983:132) developed the maxims into six stages as follows:

- (I) TACT MAXIM: minimize cost to *other*, [and maximize benefit to *other*]
- (II) GENEROSITY MAXIM: minimize benefit to *self*, [and maximize cost to *self*]
- (III) APPROBATION MAXIM: minimize dispraise of *other*, [and maximize praise of *other*]
- (IV) MODESTY MAXIM: minimize praise to *self*, [and maximize dispraise to *self*]
- (V) AGREEMENT MAXIM: minimize disagreement between S and *other* [and maximize agreement between *self*, and *other*]
- (VI) SYMPATHY MAXIM: minimize antipathy between S and *other* [and maximize sympathy between *self*, and *other*].

(Leech,1983, p.132)

In general, the concept of politeness proposed by Leech (1983) is related to the opposition debarment, as evidenced by maximal specifications, as well as by claims that politeness is directed at building confidence and respect. There is another perspective from Gu (1990) related to Leech's concept of maxims. Gu (1990: 245) proposes four maxims of politeness, namely Self-denigration, Address, Tact, and Generosity. The self-denigration maxim reproves to deprave self and exaggerate others. The address maxim focuses to converse the interlocutor with the appropriate one, where properness shows the interlocutor's social status and the relationship between speaker and interlocutor. The tact and generosity maxims imitate Leech's maxims with the exclusion that they embroil the certain speech acts.

c. Brown and Levinson's Politeness Strategies

1) Face Theory

Brown and Levinson (1987:61) developed a politeness model based on the *face* concept. The *face* refers to the interlocutors "public self-image" that need to be enhanced. The *face*, as wants, consists of two different categories: *positive face* and *negative face*. Furthermore, positive face refers to every member wants to be appreciated by others, and negative face points to the wants of every member not to be hindered by others. Since face referring to the public self-image every person attempts to protect, people use politeness, as a way of inveiglement, in order to prevent the face threatening acts (FTAs).

There are differences in the definition of face theory defined by Brown and Levinson which were criticized by Gu (1990). The critic is related to the

Chinese culture which indicates the term faces not as individual desires as Brown and Levinson explained. Instead, the term faces are pointed out as social norms. That is to say, faces are threatened not when failure fulfils personal desires, but when they cannot reach the social standards.

Politeness principle, for Chinese, is considered as a person's behaviour that must fulfill the expectation of respect, politeness, warmth and improvement of attitude. In addition, Gu (1990:255) suggests *the balance principle* in which the benefits by the speaker to the interlocutors are balanced by the benefits done by the interlocutor to the speaker. In other words, the balance principle of politeness determines the reciprocation between the speaker and interlocutor. Therefore, the impact of the politeness principle has a function to preserve the equilibration of social life.

2) Strategies for doing FTAs

Since face related to the public self-image every person tries to protect, people use politeness to prevent the face threatening acts (FTAs). As a consequence, Brown and Levinson (1987:69) highlight four main strategies of politeness regarding to minimize the FTA. They are *bald on record*, *negative politeness*, *positive politeness*, and *off-record-indirect* strategies.

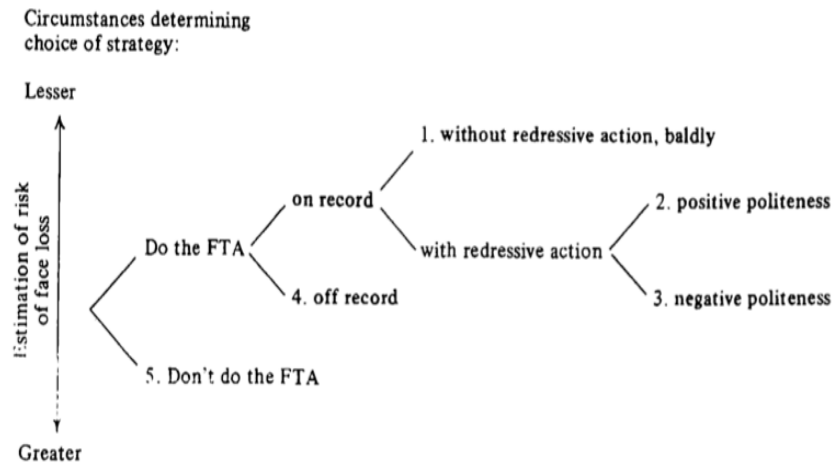


Figure 1 Brown and Levinson's strategies for doing FTAs

Note: Based on the illustration in Brown and Levinson. *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press, 1987, p.69.

a) **Bald On-Record**

The first strategy according to Brown and Levinson (1987: 69) is the bald on-record. The strategy refers to the speaker who does nothing to reduce threats to the interlocutor's *face*. It is a brief, clear, unambiguous, and direct way to say something without minimizing the interference. It is divided into two strategies, the first strategy is *without redressive action* which is illustrated in the examples below:

- (1) *Help!*
- (2) *Send me a postcard!*
- (3) *Give me just one more week!*

Brown and Levinson, 1987, p. 96-97.

From the examples above, those statements most commonly applied in situations where the speaker and the interlocutor are in the close relationship, such as relatives or close friends. It is considered not appropriate if people do or say it with their partner which has different social level since it

sounds more like a command. The second strategy in bald on-record is strategy *with redressive action* that consists of two politeness strategies, they are positive and negative politeness.

b) Positive Politeness

The positive politeness recognizes the interlocutor desire to be respected. This strategy minimizes threats to the positive face and is mostly used in situations where the speaker and interlocutors recognize each other fairly well. The positive politeness has three main strategies employed in verbal interaction, namely claiming ‘common ground’, conveying that speaker and hearer are cooperators, and fulfilling hearer’s want. Every strategy has some elements showing the way to express the politeness.

c) Negative Politeness

On the other hand, the negative politeness identifies the interlocutor’s face in some way imposing on them. The characteristics of the strategy can be seen from the examples like “*I don't want to bother you but...*” or “*I was wondering if...*”. Brown and Levinson (1987:70) claim formality, apologies and hedges are the specific features in this strategy. A list of the negative politeness strategies is defined as follows (Brown and Levinson 1987:131).

1) Be conventionally indirect

In this strategy, the speaker expresses the utterance indirectly but at the same time, the speaker utterance continues. The speaker wants to

deliver the same thing and something more than or dissimilar from what it actually means.

Example: *can you please pass the salt?*

(Brown and Levinson, 1987:133)

From the example, the speaker tells something to the interlocutor by using an indirect way but clear meaning. The example shows a question by the speaker to ask the interlocutor to pass her/him the salt by inserting *please* in the utterance.

2) Question, hedge

This strategy instructs the speaker to ask questions or hedge such an assumption. The assumption is derived from the desire not to assume and not to force the interlocutor by making minimal assumptions about the interlocutor.

Example: *I rather think it's hopeless*

(Brown and Levinson, 1987:145)

It derives from the desire not to assume or to force the interlocutor by using hedge. Hedge is a simplifying word that applied to reduce the impact of the utterance that may has potential threat toward the interlocutor. The word *rather* in the example above minimizes the FTA by showing hesitancy in the utterance. The speaker can also apply hedge to avoid willingness to comply.

3) Be pessimistic

The strategy compensates the interlocutor's negative face by obviously expressing the hesitation that the situations for compliance or suitability of the speaker utterance can be gained. It can be realized by doing indirectly statement.

Example: *I've come (if I may) to see you for what might be a night.*

(Brown and Levinson, 1987:173)

The example above shows the used the words *if I may* as the subjunctive. The use of subjunctive is showing the incertitude which oriented to the interlocutor's negative face.

4) Minimize the imposition

This strategy concerns to fix the seriousness of FTA and minimize the interlocutor's burden to pay the interlocutor's deference. For instance, the word "*just*" used to deliver both its literally meaning of '*exactly*' and '*only*' which nearly confines the level of the FTA.

Example: *I just want to ask you if I can borrow a single sheet of paper.*

(Brown and Levinson, 1987:177)

One might think this way threatens the hearer's negative face or rude, but this strategy can minimize the imposition at the same time because it reduces the favour asked by the speaker and also make the request in the utterances seem smaller.

5) Give deference

To make the conversation more polite, in this strategy, the speaker used the interlocutor's honorific. The use of honorific shows the far relation of the speaker to the interlocutor. This strategy conveys that the interlocutor has higher social status than the speaker.

Example: *Excuse me, sir, but would you mind if I close the window?*

(Brown and Levinson, 1987:183)

The use of *sir* means the speaker is much younger than the interlocutor to respect him. It is also dealing with an FTA in which the speaker raises the interlocutor to show deference to him.

6) Apologize

The speaker indicates the objection to befall the interlocutor's negative face by apologizing for doing the FTA. Admitting the impingement and giving the overwhelming reasons in conversation are included in this strategy.

Example: *I'm sorry to bother you*

(Brown and Levinson, 1987:189)

The speaker shows his/her reluctance to impinge on the interlocutor's negative face. By informing the regret of speaker to interfere the interlocutor will reduce the burden or request addressed to the interlocutor.

7) Impersonalize speaker and hearer

By avoiding 'I' and 'you' shows that the speaker does not want to threaten the interlocutor face for expressing FTA as if the partner of conversation were other than the speaker.

Example: *It looks (to me) like ...*

One shouldn't do things like that.

(Brown and Levinson, 1987:190)

Avoidance the pronouns "I" and "you" is the basic way to minimize the threat toward interlocutor's negative face. It can be also replaced like the second example above in which 'you' changes into 'one'.

8) State the FTA as a general rule

Brown and Levinson (1987) argue that by stating FTA as an example of regulation, obligation or social rules is one way to dissociate the speaker and the interlocutor from particular imposition in FTA. It can be indicated as a way to communicate that the speaker does not mean to do the impingement but it is constrained by circumstances.

Example: *I'm sorry, but late-comers cannot be seated till the next interval*

(Brown and Levinson, 1987:207)

Due to the appearance of force of the rule, it creates a situation in which the speaker is able to say that he or she want to impose. This strategy refers to the existence of rules that requires the speaker threatens the interlocutor's face and they inevitably have to prioritize the rule without feeling uncomfortable.

9) Nominalize

This strategy has the main point which is to make the sentence more formal using the degree of nominalization. It can be seen from the extents of negative politeness, formality, which run hand in hand with degrees of inconvenience.

Example: *Your good performance on the examinations impressed us favourably.*

(Brown and Levinson, 1987:207)

The example above seems more formal than ‘*You performed well on the examinations and we were favourably impressed.*’ The sentence becomes more ‘formal’ after the subject nominalized like the example given above. The speaker can nominalize not only the subject but also the predicates and complements that have degrees of formality.

10) Go on-record as incurring a debt

This strategy is the contrary of strategy 4, namely minimize the imposition, in which the speaker finds it difficult to speak because he is about to impose heavily on the interlocutor. The speaker can deny any indebtedness of the interlocutor by offering or requesting.

Example: *I’d be eternally grateful if you would...
I could easily do it for you.*

(Brown and Levinson, 1987:210)

The expressions above show request and offer toward the interlocutor in order to minimize the threat. By requesting and offering, the speaker can also claim his indebtedness to the interlocutor explicitly.

d) Off record indirect

Brown and Levinson (1987:211) state off-record indirect strategy as a process in which the speaker tends to perform the FTA but also wants to evade the consequence for doing it. Also, in off-record indirect, the speakers execute the strategies to make the interlocutor understand.

To simplify the prominent differences between four politeness strategies suggested by Brown and Levinson (1987), the examples show that all of them have the same purpose and meaning of those four strategies of politeness presented. The main purpose from all of the examples is the same, which is to show that speaker needs a lift to the station.

- a. Bald on record: *Give me a lift to the station.*
 - i. With positive politeness: *Give me a lift to the station- there's a dear.*
 - ii. With negative politeness: *Could you possibly give me a lift to the station?*
- b. Off-record: *Oh dear, I'm late for my train again* or *Are you driving to the station, by any chance?*

(Leech, 2014, p.33-34)

3) Perspective of Other Experts about Politeness proposed by Brown and Levinson

Several experts disagree if the politeness suggested by Brown and Levinson (1987) is broadly defined as strategy, as they suggested that strategy in politeness had dissimilar characteristics in each culture. The theory of politeness as a strategy is criticized by Ide (1989), Fraser and Nolen (1981), and Blum-Kulka (1989).

Ide (1989), another influential expert from the East, criticized the politeness model of Brown and Levinson (1987) and Leech (1983) due to their western point of view in supporting “*strategic*” interactions which politeness as a strategy of pursuing individual goals. Ide describes politeness in Japanese by drawing the diversity between two kinds of politeness in which she associates the term *volition* and *discernment*.

In contrast to the *volition* politeness proposed by Brown and Levinson (1987), motivated by an individual’s desire, *discernment* concerns an individual’s role and obligations as close group member in a hierarchical society. Ide (1989: 230) states that *Discernment* (*wakimae* in Japanese) is a type of politeness that is specifically related to Japanese culture. In addition, Hofstede (2010: 344) states this distinction reminds of the collective and individualist contrast between the society of western and eastern. Ide and others experts write about *discernment* in Japanese that needs the high or rich system of grammar markers in the relationship between speaker and interlocutor to give appropriate respect and humility.

Similar with the previous idea, Fraser and Nolen (1981: 93-4) mention that speaker and interlocutor involved in conversation consciously bring rights and obligations of their own. It is concluded as a ‘*conversation contract*’. Fraser (1990) claims politeness is not a strategy but merely as continuing task which is in accordance with the terms and conditions of conversation contract. Fraser (1990: 220) mentions politeness, unlike impoliteness which is easily marked, generally

passes by unnoticed. People only pay attention when someone is impolite, so that politeness is not comprised with any form of strategic interaction.

Politeness according to Fraser (1990) is associated to the speaker or writer, instead of the utterance, while politeness assessment is entirely in the hands of the interlocutors. For instance, the words such as ‘*Sir*’ or ‘*please*’ can deliver information about interlocutor status. They are not categorically polite, but only forms of giving status, whose politeness depends on how they connect to the conversation contract applied at a certain moment.

In conclusion, Fraser (1990) defines that politeness is not seen from the perspective of speaker but entirely in the hands of the interlocutor. It does not matter how polite or impolite someone may try to be, whether or not the speaker will be heard as being polite or impolite ultimately depends on the interlocutor’s judgement.

Lastly, another expert who also disagrees with the politeness strategies proposed by Brown and Levinson is Blum-Kulka (1989). Blum-Kulka (1989: 137) considers that the strategy which is widely described by Brown and Levinson, especially negative politeness, will not be compatible with other cultures. It is supported by Mir (1992: 16) in which she argues that the native speakers of Spanish using apology to increase the frequency with whom they interact in English, not as their strategy to show guilt feeling.

In contrast with the previous idea proposed by Gu (1990), Ide (1989), Fraser (1990), and Blum-Kulka (1989), Thomas (1995) states that the theory of politeness proposed by Brown and Levinson is known as the most influential

theory. In addition, other writers like Fukushima (2003: 58) as well as Fukada and Asato (2004: 1996) acknowledge the element of *volitional* in Japanese politeness, which is disagreement with Ide's theory, more appropriate and suitable with Brown and Levinson's model of politeness.

On the contrary to the politeness principle proposed by Fraser (1990), Arndt and Janney (1991) suggested politeness in emotive communication model. Arndt and Janney (1991: 523) claim that people are considered as a part and determining factors of politeness. In Arndt and Janney's view, the notion of politeness is replaced entirely with *interpersonal supportiveness*. Therefore, politeness points to part of emotive communication where the speaker behaves mutually supportive with others.

It can be concluded that Arndt and Janney support the Brown and Levinson's model of politeness strategy which show interpersonal supportiveness, which is equated with politeness, can be expressed not only in language but also kinesics features such as quality of vocal, intonation, body language, and eye contact. The approach of Arndt and Janney (1991) highlights the importance of sympathy maxim which focuses on the purposes of knowing and recognizing one's own feeling with others' feeling. It can be associated with the apologize strategy, one of negative politeness strategies, where the speaker concerns with the interlocutor's feeling.

In addition, Watts (2003: 142) draws a politeness proposed by Brown and Levinson to avoid the FTA as an effort to find and maintain social conformity. It can be concluded that the politeness strategy proposed by Brown and Levinson

presents strategies adjusted to the point of view of speaker and interlocutor, especially in negative politeness in more detail than other experts.

In the researcher's point of view, the politeness theory employed by Brown and Levinson has more various types of politeness adjusting to the context compared to the theories conveyed by other experts. It can be seen from a number of strategies presented by Brown and Levinson showing various ways to express politeness. Brown and Levinson (1987) provide many strategies for each type of politeness in which having more than those provided by previous experts makes this theory better than others. In addition, related to negative politeness, there are more detailed strategies proposed by Brown and Levinson than Lakoff and Leech. In specific, Lakoff (1973) provides three rules of politeness in which two of those are included in negative politeness. Also, Leech (1983) presents two maxims referring to negative politeness from six developed maxims of politeness.

As a result, in this present research, the researcher used politeness strategies proposed by Brown and Levinson (1987) as the main framework. Due to considering politeness in a reasonable manner, it is worthy to use this politeness model. This model also notices the various strategies that people use to produce politeness. It is supported by other experts who are in line with Brown and Levinson's theory since it is the only model describing people how to generate politeness. Further, this model of politeness is applied in this present research as a means of discovering occurrences of negative politeness in British movies.

3. Realizations of Negative Politeness Strategies

The realizations of negative politeness employed in Lakoff's (1973) rules of politeness can be showed by two rules. Those realizations are keeping aloof from the interlocutor and giving options. The first realization is to keep aloof from the interlocutor which is expressed to show formality. The second realization is giving options toward interlocutor as representative of the second rule which is deference.

Meanwhile, Leech (1983:16) presents avoiding to tell the untruth toward interlocutor as the realization related to negative politeness. The realization can be performed in the maxim 1 and maxim 2 which are categorized as the negative politeness. Specifically, this realization is minimizing the expression or utterances of impolite beliefs.

In negative politeness strategies proposed by Brown and Levinson (1987), there are five realizations of negative politeness strategies. Those realizations are '*be direct*', '*do not presume*', '*do not coerce*', '*communicate the speaker's want to not impinge on hearer*', and '*redress other wants of hearer's derivative from negative face*'. Each strategy in negative politeness can represent different realizations depending on the desire or aim of the speaker.

The first realization of negative politeness is '*be direct*'. According to Brown and Levinson (1987:130), negative politeness enjoins both applying on-record as well as compensating an FTA at the same time. Therefore, it can be interpreted as the combination of on-record strategy and the act of minimizing the threat of interlocutor's negative face. This realization can be presented when the

speaker expresses his intention on record indirectly which is known as the strategy of being conventionally indirect.

The second realization of negative politeness strategies is '*do not presume*'. This realization is described by avoiding presuming or assuming that everything involved in the threat is believed by the interlocutor. That is to say, the speaker needs to keep a certain distance with the interlocutor in the conversation to perform this strategy. The realization of this strategy can be performed in the form of questions and hedges.

In addition, the third realization of negative politeness is '*do not coerce*'. There are five strategies representing the realization of no coercing from the interlocutors. Those are being conventionally indirect, question or hedge, being pessimistic, minimizing the imposition, and giving deference. In this realization, the speaker tries to give the interlocutor option not to do anything. In other word, the speaker avoids to assume that interlocutor is willing to do what the speaker asks for.

The further realization of negative politeness is '*communicate the speaker's want to not impinge on hearer*'. Brown and Levinson (1987:187) define that there are four strategies which can be applied by the speaker in order to deliver his intention and to avoid the infringement toward the interlocutor's negative face. Those strategies are apologizing, impersonalizing the speaker and interlocutor, stating the FTA and nominalizing. However, those aforementioned strategies do not specifically embody this realization. Those four strategies can be

expressed as the other realizations since each strategy can represent different realization of negative politeness.

The final realization of negative politeness is '*redress other wants of hearer's derivative from negative face*'. Since negative face refers to interlocutor's desire to be respected and given freedom, the speaker has to redress the face threatening act by focusing on other wants of the interlocutor. Moreover, the realization of this strategy can be expressed by giving deference toward interlocutor and going on-record as incurring debt to interlocutor.

In the present research, the realization of negative politeness used to analyze is based on the theory of Brown and Levinson (1987). That is to say, the researcher applied the realization due to the selected theory to analyse the negative politeness. It is appropriate since each strategy represents certain realization. Therefore, the realization of negative politeness employed by Brown and Levinson (1987) is able to strengthen the analysis since there are connection between the strategy and its realization.

4. Factors Affecting the Choice of Negative Politeness Strategies

There are some deliberations in choosing several strategies like the reason why some strategies are used and what factor makes the speaker implement the strategy. According to the rules of politeness proposed by Lakoff (2004:152), the factor can be seen from the realizations of the first and second rules. Those factors are professionalism distance and power. The first rule, which is formality: keep aloof, is applied when there is a gap between speaker and interlocutor regarding

their knowledge. It can be stated that professionalism distance is the factor influencing someone to apply the politeness strategies.

Furthermore, the second factor is power which is derived from the second rule of politeness. The rule is deference by giving options toward interlocutor as the realization of negative politeness. On the other hand, Brown and Levinson (1987:71) defines two factors affecting the speaker to present specific strategy of politeness namely payoffs and relevant circumstances.

a. Payoffs

Payoff is the first factor affecting a speaker to apply certain strategy which also known as advantages. Brown and Levinson (1987:71) state that one may get some benefits or payoffs regarding to each strategy that he or she carries out. By going on record, for instance, the speaker makes the interlocutor assure that he or she is a truthful person and put a trust to the interlocutor. In addition, the speaker can avoid the misunderstanding because when the speaker does the face threatening act, he or she does not have to make effort to minimize it.

The benefit to please the interlocutor's positive face is a payoff that the speaker gained by using positive politeness strategy. The speaker can reduce the FTA by showing that he or she includes to the same cluster with the interlocutor. Moreover, by performing positive politeness strategy, the speakers are able to elude the FTA as well as request and offer. Besides that, one who prefers to perform negative strategy can obtain the advantage in satisfying the interlocutor's negative face. The benefit that the speaker may gain such as evading a future debt

of doing FTA, giving attention to the interlocutor, and preserving the social distance between the speaker and the interlocutor.

By going off record, the speaker will get praise for being discreet and avoid the responsibility of face threatening interpretation. Therefore, from the variant payoffs that have been explained above, the choice of politeness strategy is mostly determined by the reason behind them. The speaker gets the results which are profitable for him by implementing the appropriate strategy.

b. Relevant Circumstances

In addition to payoff, the option of choosing the specific strategy in politeness is also affected by relevant circumstances. Brown and Levinson (1987:74) specify three kinds of relevant circumstances that affect the speaker to perform politeness strategies due to the sincerity of FTA. Those circumstances refer to social distance, relative power, and rank of imposition.

1) Social Distance

Brown and Levinson (1987) define social distance as a symmetric relationship between the speaker and the interlocutor. The prominent element of social distance lies on the social attribute containing in two parties, the speaker and the interlocutor. There are three factors determining the social distance namely gender, age and intimacy. For instance, if the speaker and the interlocutor are in the same gender and age, the strategies of politeness between them will sound less formal rather than those who have same gender but different age. Thomas (2004:90) states that there is a difference between women and men in which statistically women are powerless than men. It also

deals with the frequency of interaction related to the closeness between the speaker and the interlocutor. The speaker and the interlocutor will have a low social distance, if they have close relationship.

2) Relative Power

Relative power is an asymmetric relation between the speaker and the interlocutor. The role of person in the society is defined by his power. In order to conclude whether someone has a power or not, people can identify their material control and metaphysical control. This factor influences someone to choose the politeness strategies. In addition, power is demonstrated not only through action but also through language, a natural system deriving from conventionalized symbols which have understood meanings (Ng & Deng, 2017: 2). It means that when people communicate their thoughts, they can establish several social functions which refer to their power as an individual. For instance, the conversation occurs between two people consisting of a boss and an employee in the office. The boss will apply less formal politeness in expressing the utterance in the conversation since his power is bigger than the employee. Otherwise, the employee has to be polite when he utters toward the boss since his power is lesser than his boss.

3) Rank of Imposition

According to Brown and Levinson (1987), the rank of imposition occurs in unique or specific situation. In the particular culture, it deals with the level of interference given in the FTA. Furthermore, Brown and Levinson state that absolute position or ranking of imposition is decided by the desires' extent of

the positive face and the negative face. In requesting something, for instance, there is a large rank of imposition will happen if the speaker asks for a big favor while a small rank of imposition will exist when the request is small. Thus, the speaker must decrease the imposition because it has already threatened the interlocutor's face a lot. The rank of imposition is classified as one factor that affects the strategy of politeness since some people are not able to accept some kinds of FTAs.

The theory of factors affecting the choice of negative politeness strategies proposed by Brown and Levinson (1987) is chosen as the main framework. In addition to coordinate the theories used previously, it is appropriate to use the similar theory since it is relevant in the process of analysis. Moreover, the factors provided in the theory are considered more detailed. This is due to the fact that the factors also cover both the involved person and the environment.

In choosing certain strategies, the factor influencing the speaker to perform a specific strategy of negative politeness, in some situation, is not only one. The speaker can express one strategy in his utterances which is affected by two or three factors. In addition, the speaker performs one strategy of negative politeness which is affected by payoff and one element of the relevant circumstances. For instance, the speaker applies giving deference strategy because the interlocutor has higher status than speaker and also they are in formal situation. This situation influences the speaker to use certain strategy in order to respect the interlocutor's negative face.

5. The Duchess and The Young Victoria Movies

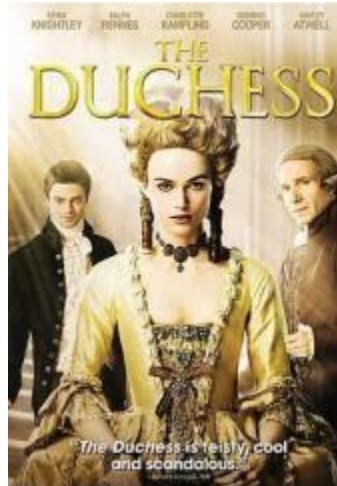


Figure 2. The Duchess Movie

The Duchess is a movie directed by Saul Dibb from the biography of Georgiana Cavendish, the late 18th-century Duchess of Devonshire and English aristocrat. This movie was released in September 2018 in the United Kingdom. The story is about a 17 year old young lady, Georgiana Spencer, who married to the Duke of Devonshire. As the Duchess of Devonshire, she does not happy with her married life after knowing her husband, Ralf Cavendish, does not love her and only wants a male heir.

Even as the Duchess, she was treated badly in the Palace as she cannot give the Duke of Devonshire a male heir. When she tried to get healing in Bath, she met Bess Foster, a widow who claimed to be prohibited by her husband from seeing her children, and ask the Duke to let Bess to stay in the Palace. Unfortunately, Georgiana's good intention turned into a disaster to her life. This is a sad story in which Georgiana has to live the unpleasant and depressed life with her husband and his affair with Bess together as a family.

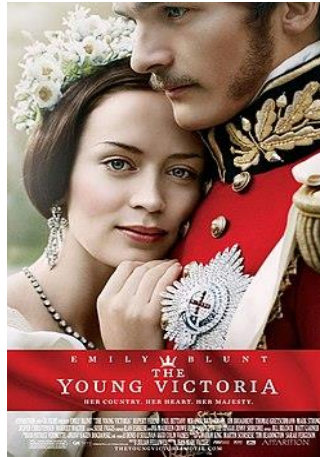


Figure 3. The Young Victoria Movie

The Young Victoria is a second movie to be discussed within the present research, and it was directed by Jean-Marc Vallée in which the main storyline is based on the early life of Queen Victoria, the Queen of the United Kingdom of Great Britain and Ireland. The movie is about the story of Victoria's journey from a young lady to be a Queen because of his uncle, King William, died and she inherits the throne. Becoming a Queen at the young and inexperienced age, Victoria has to face many challenges in dictating and regulating her people. She needs the direction to make the right decisions while many people around her have tendency to make her throne fall.

Both British movies are created by certain cultures reflecting the royal life. In the present research, since the situation of those two British movies provided an obvious setting which is the royal background, the research did not require the extensive theory of movie. That is to say, the researcher only analyzed the utterances by identifying the context of the spoken words employed by the main characters.

The present research is also considered as comparative analysis since there are two movies to be analyzed. Related to the three research objectives, the utterances containing negative politeness in *The Duchess* and *The Young Victoria* movies are compared in order to determine the dominant strategy. Further, the results of the negative politeness strategies performed by both main characters are compared to examine the similarities and differences found within the dialogues. By comparing those British movies, the researcher formulated the results in order to draw the conclusion.

B. Review of Relevant Research

The concept of politeness has been one of the interesting topics which play significant role in the study of linguistics. As a result, the researcher also finds out similar topics written by some other researchers. There have been several studies associated with the theory of politeness strategies proposed by Brown and Levinson (1987). Related to negative politeness strategies, there were two studies carried out by Kurniawan (2015) and Pratiknyo (2016). Kurniawan (2015) conducted a study focusing on the types and the reason of using the positive and negative strategies in an interview process of television program. Further, Pratiknyo (2016) also conducted research related to politeness strategies. The focus of the researcher was to know how many and what kind of refusal terms of the positive and negative politeness strategies. Also, the research focused on the factors influencing the choice of certain politeness strategy.

The relevance between the previous research and the present research takes place on the research analysis which is in the same area of Brown and

Levinson's theory of politeness. Even though there is a similarity between this research and the previous research, however, there is also one obvious difference. This research focuses on the comparison of negative politeness strategies and the ten strategies employed in two British movies, namely *The Duchess* and *The Young Victoria*. In addition, this research also compares the functions and the reasons of using negative politeness strategy in those movies.

Other research related to the politeness strategy was conducted by Wagner (2013). Although the theory applied by Wagner (2013) was different from this present research, but there was a similarity related to the politeness strategies. The primary framework applied was Blum-Kulka's (1989) politeness theory focusing on apologizing in the speech community. Her research solely attempted to know the occurrences of apologies and politeness strategies in Cuernavaca Spanish by applying a modified version of Blum-Kulka (1989) theory. Afterwards, the author compared the findings from the sample of apologizing and politeness strategies with the previous research in other varieties of Spanish.

The subsequent relevant research conducted by other researchers related to the setting of the research. The relevance related to the setting of politeness analysis was found in research from Kuntsi (2012), Hasmi (2013), and Ismoyojati (2017). Kuntsi (2012) conducted a research in which her research was determined the politeness and impoliteness applied in the lawyer speech. That is to say, the setting of the research was in the courtroom. Furthermore, the research written by Hasmi (2013) was concentrated on identifying the types of politeness strategies portrayed by the main characters in the movie. The setting of the research took

place in Victorian Age. Lastly, there was a research carried out by Ismoyojati (2017) linked to politeness strategies. The research provided the types and realizations of politeness strategy implemented in the movie in which royal life was the background of the movie. Those studies were relevant with the present research regarding the setting of politeness analysis which set in a formal situation.

C. Conceptual Framework

