

CHAPTER I INTRODUCTION

This chapter provides essential detail about this research, including the background of the study, identification of the problem, the scope of the problem, the research question, the objective of the research, and the significance of the research.

A. Background of the Study

Language is a communication tool used by humans to interact with one another. It plays a very important role in life because, without language, humans cannot communicate. On the other hand, language can also reflect human behavior. In addition, language serves to maintain relationships between people. Therefore, this can be observed through their speech. Speech can vary depending on age or background. These differences can indicate the closeness or distance between the speaker and the listener. Many factors can determine the level of closeness between people when interacting, such as how the language is used, to whom it is directed, and in what situations it is used. This is related to human personality, where such differences indicate whether the language used is polite or not, or reflect the character of the person.

In interacting with someone, politeness is an essential element in conversation. According to Pridham (2001:2), "conversation, therefore, is any interactive spoken exchange between two or more people and can be: face-to-face exchange – these can be private conversations, such as talk at home between the family, or more public and ritualized conversations such as classroom talk or Question Time in the Houses of Parliament; non-face-to-face exchanges, such as telephone conversations; broadcast materials such as a live radio phone-in or a television chat show." Politeness is one of the central functional units in communication and every socio-cultural context whose use is essential for various reasons. Politeness is a field of linguistics and Pragmatics. Using both the rules of speech and societal



assist a person in developing socially, culturally and grammatically appropriate communication. Earning politeness will help one better understand the communicating well and provide clues for better cross-communication.

ss is even expressed as the practical application of good

manners or etiquette in any everyday situation. Because speaking behaviour reflects the norms and attitudes of society, from this politeness strategy, they can show someone's etiquette by how they use the language. Politeness is essential in conversation. It is considered a universal phenomenon in language use. In this case, politeness strategies are essential in choosing sentences in people's lives. The use of politeness can find in real life and the news. In this study, the researcher is interested in analyzing politeness strategies in the news station NBC News because the program is complete in providing information. The news carries the title One-on-one with President Biden, which has Joe Biden as the guest and Lester Holt as the host. He is an American politician who is the 46th until the end of his term in January 2025. A member of the Democratic Party, he previously served as the 47th Vice President from 2009 to 2017 under President Barak Obama and represented Delaware in the United States Senate from 1973 to 2009.

After watching the news, the researcher found several politeness strategies along with the factors influencing their use by Lester Holt and President Biden. The researcher is interested in analyzing this news because it presents an interesting and informative topic. This motivates the researcher to examine how the speakers use politeness strategies in the news, as well as what sociological factors influence them.

This study aims to identify the types of politeness strategies used by Lester Holt and President Biden, as well as to determine the factors that influence the use of these strategies in the news. The researcher limits the scope of analysis to the news content and the conversations within it. The main focus of this study is on politeness strategies which, according to Brown and Levinson's theory, are classified into five types: bald on record, positive politeness, negative politeness, off the record, and do not do the FTA.



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In general, politeness aims to create a comfortable atmosphere speaker and the listener and to avoid conflict in n order to maintain good social relations. These key d the researcher to write a thesis that discusses a theoretical concept in the field of Pragmatics, applying model proposed by Brown and Levinson, and using bject of research. The title of this study is 'Politeness

Strategies Used by Lester Holt and President Biden in NBC News.'

The topic of this research focuses on the analysis of politeness strategies in the NBC News program. The researcher chose this news segment as research material because the topic discussed by the speakers is important and interesting. Moreover, the guest featured in the news is the number one figure in the United States, and to date, no previous studies has used this news segment as an object of study.

B. Identification of the Problem

According to the background, the researcher indicates several problems that relate to her study in the news:

- 1) The viewers or listeners have difficulty identifying each type of politeness strategy that occurs in the news
- 2) The viewers or listeners cannot understand the factors that influence the guest and host to use one of the politeness strategies to the interlocutor or hearer in the news.

C. Scope of the Problems

In this research, the researcher focuses on and limits her study. The following limitations are the scope of the study is a Pragmatic study concentrated on the analysis of politeness strategies used by Lester Holt and President Biden in NBC News. The content emphasized five strategies proposed by Brown & Levinson's theory (1987): bald on record, positive politeness, negative politeness, off the record, and do not do the FTA. The research focused on analyzing politeness strategies in the news and knowing the factors that influence politeness strategies used by the host and guest.

D. Research Questions

Based on the scope of the problems, the research questions can be formulated in the following two points:

- 1) What are the types of politeness strategies used by Lester Holt and President Biden used in NBC News?
- 2) What are the factors influenced in choosing the types of politeness strategies by Lester Holt and President Biden in NBC News?



he Research

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the types of politeness strategies used by Lester Holt
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e the factors that influence in choosing the types of

politeness strategy by Lester Holt and President Biden in NBC News

F. Significance of the Research

The research finding is expected to increase knowledge about politeness strategies used by President Biden and Lester Holt in the NBC News. The researcher also hopes that this research is helpful for readers to understand politeness strategies.

1. Theoretically

Theoretically, the results of this research provide valuable information to readers about the politeness strategies used by President Biden and Lester Holt in NBC News. It is expected that the findings of this study can serve as a reference for further analysis of politeness strategies in the field of literature. The described politeness strategies may also be useful for readers to learn and apply politeness in their daily communication.

2. Practically

Practically, the results of this research are expected to be valuable for readers as a reference in Pragmatic class. It can be understood by the readers what type of politeness strategies that used in the news.



CHAPTER II LITERATURE REVIEW

This chapter presents the relevant previous study and theoretical background, including the definition of Pragmatics, face theory, politeness strategies according to Brown and Levinson, and the factors that influence the speaker to choose the types of politeness strategy.

A. Previous Study

There are several previous studies about politeness strategy that can be supported by the researcher's research:

1. Andi Siburian (2016) wrote a thesis entitled *An Analysis of Politeness Strategies in Soimah Talkshow in Trans TV*. He analyzed the Politeness Strategies in Soimah Talkshow on Trans TV. This research aimed to find out the type of politeness strategies used by the host and guessed in STS in Trans TV. The research method is used qualitative method. This research was conducted based on the theory of politeness strategies. According to the result, there are (41, 3%) positive Politeness, (26, 0%) negative Politeness, (17, 3%) bald on Record Strategy, (15, 2%) off record Strategy, used in STS. Positive Politeness is the most widely used in STS.
2. Muhammad Ihzan Fauzi (2018) wrote a thesis entitled *A Politeness Strategy Analysis on The Main Characters' Dialogues of The Movie Pirates of The Caribbean: Dead Man's Chest*. His research discusses the choice of politeness strategies used by three main characters in the dialogue of the movie *Pirates of the Caribbean: Dead Man's Chest*. His research purpose is to elaborate them how influenced social relationships, relative power, and ranking of the imposition in the dialogue. His research applies qualitative methodology. According to the result, there are four types of politeness strategies in dialogue: bald on record, positive strategies, negative strategies, and off the record.
3. Sitti Hajar Martina (2020) wrote a thesis entitled *Politeness Strategies Used By Students in ELF Classroom Interaction at SMA Iyah 9 Makassar*. Her thesis aims to analyze the strategies used by students in ELF classrooms. This used a descriptive qualitative method. The research data through observation teaching and learning process in interaction. There are five types of politeness strategies: bald on record, positive strategies, negative strategies, and off the



record. This research shows that from the meetings in the teaching and learning classroom, 12 sentences contain politeness strategies. The 12 sentences contain two balds on record and ten positive politeness strategies. The most widely used politeness strategies students use in ELF classroom interaction at SMA Muhammadiyah 9 Makassar is positive politeness strategies.

4. Indah Puspitasari (2021) wrote a thesis entitled *Politeness Strategies Used by Ellen Degeneres and Oprah Winfrey in The Ellen Show*. The researcher used a qualitative research method to analyze the politeness strategies used by Ellen Degeneres and Oprah Winfrey. She also uses Brown & Levinson's theory of Politeness strategies. They are bald on record, positive strategies, negative strategies, and off the record. Moreover, the most dominant type of politeness strategy used by Ellen Degeneres and Oprah Winfrey in Ellen Show is hyperbole.

This research differs from the previous studies in terms of the research object. In those earlier studies, there were similarities with this thesis, namely the analysis of the five politeness strategies. The media used in the previous research were films and TV shows, and the method employed was also the same, namely the descriptive qualitative method. However, in several previous studies, the researcher did not find elements or purposes of politeness that could have a positive impact on the current and future generations, especially in relation to politeness and manners within the political sphere.

In the previous studies, the focus was more on the public domain in general. There was also one study that is quite similar to this one, as it also focused on analyzing the interaction between the host and the guest. What sets this research apart is its emphasis on how to build polite relationships with high-ranking state officials, even within the context of a critical interview. The researcher finds that this news segment contains important and interesting elements worth analyzing.



veys significant messages and evokes sympathy for

what motivated the researcher to conduct this study and readers as an example of how to deliver criticism and while still upholding decorum and politeness. The presents this analysis of NBC News to explore the

politeness strategies used by Lester Holt and President Biden, as well as the factors that influenced their use of these strategies.

B. Theoretical Background

This section explains Pragmatics, politeness strategies, face theory according to Brown and Levinson (1987), and factors that influence the speaker.

1. Pragmatics

Pragmatics is a branch of linguistics that studies the role of context contributing to the meaning of an utterance. There are many definitions of Pragmatics stated by experts. Levinson (1983: 5) defines Pragmatics as the study of language use, that is, the study of the relation between language and context, which is essential to an account of language understanding which involves the making of inferences that will connect what is said to what is mutually assumed or what has been said before.

Moreover, Levinson (1983) views Pragmatics as an inferential process. According to Levinson, "We can compute out of sequences of utterances, taken together with background assumptions about language usage, highly detailed inferences about the nature of the assumptions participants are making, and the purposes for which utterances are being used. In order to participate in ordinary language usage, one must be able to make such calculations, both in production and interpretation. This ability is independent of idiosyncratic beliefs, feelings and usages (although it may refer to regular and relatively abstract principles. Pragmatics can be taken to be the description of this ability, as it operates both for particular languages and languages in general." (p. 53).

In line with this, Leech (1983:36) states that Pragmatics involves problem solving both from the speaker's point of view and from the hearer's point of view. The problem of speaker's point of view is how to produce an utterance which will make the result.

Besides, Hence (1993: 42) defines Pragmatic is the study of human languages uses as these are determined by the ciety.



more, Thomas (1995) views the study of Pragmatics as interaction. For this author Pragmatics is "making dynamic process, involving the negotiation of meaning speaker and hearer, the context of utterance (physical,

social and linguistic) and the meaning potential of an utterance." (p. 22) Peccei (1999:5) states that "each utterance is a unique physical event created at a particular point in time for a particular communicative purpose." Everyone utters the utterances to give some function such as to inform the hearers, to command them to do something, to request them, to question them, to prohibit them, etc. One kind of utterances is directive utterance. A directive utterance is an utterance that the speaker used to get someone to do something what the speaker wants. Peccei (1999:51) states that "directives can refer to the speaker's direct hearers to perform some future acts which will make the world fit the speaker's words."

Still according to Peccei (1999:2), he states that "Pragmatics concentrates on those aspects of meaning that cannot be predicted by linguistic knowledge alone and takes into account knowledge about physical and social world." Beside, Griffiths (2006:132) states that "Pragmatics is the study of how senders and addressees, in acts of communication, rely on context to elaborate on literal meaning."

According to Yule (1996, p.3), "Pragmatics is the study of contextual meaning." Yule (1999: 1) states that Pragmatics concerns the study of meaning as communicated by a speaker (or writer) and interpreted by the listener (or reader). Pragmatics analyzes what the speaker means in a particular context and how the context influences what the speaker says. The context is associated with the speaker's situation, where, when, and under what circumstances. Furthermore, Horn and Ward (2006), states that "Pragmatics is the study of those context dependent aspects of meaning which are systematically abstracted away from the construction of content or logical form."

Additionally, Bublitz in Schauer (2009:6) defines Pragmatics as the study of communications principles to which people adhere when they interact rationally and efficiently in social context speakers/writers follow these principles to imply additional meaning to a sentence, and hearer/readers follow these principles to infer the meaning of an utterance out of all available options in given



those definitions of Pragmatics, it can be concluded that, Pragmatics is the study of meaning and context in language for communication. This field examines the speaker's meaning and how the underlying context influences the

utterance.

2. Politeness Strategies

Politeness theory is the theory that accounts for the redressing of the affronts to face posed by face-threatening acts to addressees. First formulated in 1978 by Penelope Brown and Stephen Levinson, politeness theory has since expanded academia's perception of politeness. Politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003:6).

According to Brown and Levinson, positive and negative face exists universally in human culture, and naturally there are utterances which can threaten the face called face threatening Acts (FTA). A face threatening act is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other.

a. Face

In communication, politeness is an essential aspect in the life of creating better communication between speakers and opponents said. Meanwhile, face as the social identity or image that an individual wants to project to others during interaction. Face represents the positive social value a person claims for themselves in a given interaction, and it is a fundamental part of how people engage with each other. There are some definitions of politeness based on linguists. According to Brown and Levinson in their work *Politeness: Some Universals in Language Usage* (1987), "face" refers to the social identity or image that a person wants to maintain during social interactions. Face represents the positive social value an individual claims for themselves in a given interaction. Brown and Levinson developed this concept by distinguishing between two types of face, which are interrelated:

- 1) Positive face is crucially including the desire to be associated, approved of, and respected by others
 - 2) Negative face is reflected in the desire not to be impeded, to have the freedom to act as one chooses.
- Furthermore, Mouton (2011:2) defines politeness is not a theory but nevertheless hold that it is possible to isolate strategies which are considered to be polite or impolite by



participants. Moreover, Lakoff in Eelen (2001:2) defines politeness as a system of interpersonal relation designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. Meanwhile, Watts (2003:10) stated that politeness is not something we are born with but rather it is learned in social contexts. In other words, Holmes (2001:4) explains that politeness is an expression of concern for the feelings of others.

Politeness strategies are used to formulate messages in order to save the addressee's face when face-threatening acts are inevitable or desired. Brown and Levinson outline the main types of politeness strategies:

1) Bald On Record Strategies

Bald on-record strategies usually do not attempt to minimize the threat to the addressee's face. According to Brown and Levinson (1987) bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear, unambiguous and concise way. Bald on record strategies consist of: great urgency; giving advice or suggestion; task-oriented; alerting; welcomes; offers; requesting; showing criticism or disagreement. Brown and Levinson outline various cases, in which one might use the bald on-record strategy, including:

1. Instances in which threat minimizing does not occur

1) Great urgency or desperation

Watch out

2) Task-oriented

Pass me the hammer

3) Doing the FTA is in the interest of the addressee

Your headlights are on!

2. Instances in which the threat is minimized implicitly

1) Welcomes

Come in.

Giving advice or suggestion

You are young woman now. You need an education

Offers

Leave it, I will up later

Eat!



2) Positive Politeness Strategies

Positive politeness strategies minimize the threat to the addressee's positive face. They are used to make the addressee feel good about himself, his interests, or possessions and are most usually used in situations where the audience knows each other reasonably well. In addition to hedging and attempts to avoid conflict, some strategies of positive politeness include statements of friendship, solidarity, compliments, and the following examples from Brown and Levinson:

a. *Noticing or Attending to the Hearer's Interest, Wants, Needs, Goods*

This strategy suggests that S should take notice of aspects of H's condition (noticeable changes, particular possessions, anything H would want S to notice and approve of it). Examples used as FTA redress include, in English:

- a) *What a beautiful vase this is! Where did it come from?*
- b) *Goodness, you cut your hair! By the way, I came to borrow some flour.*

b. *Exaggerating (Interest, Approval, Sympathy) with the Hearer*

This strategy is often done with exaggerated intonation, stress, and other aspects of prosodies, as well as with intensifying modifiers. So, the utterance that is saying is higher than usual status. For example:

- a) *What a fantastic garden you have!*
- b) *How absolutely marvelous!*

c. *Intensifying Interest to the Hearer*

This strategy is used for the speaker to communicate to hearer that he or she shares some of his or her wants is to intensify the interest of his own (S's) contributions to the conversation, by 'making a good story'. This may be done by using the 'vivid present' for example; this is a common feature of positive-politeness conversations, as it pulls H right into the middle of the events being discussed, metaphorically at any rate, thereby increasing their intrinsic interest to him. For



example:

- a) *I come down the stairs, and what do you think I see?
— a huge mess all over the place, the phone's off the
hook and clothes are scattered all over.*

d. Using In-group Identify Markers

This strategy is using any of the innumerable ways to convey in-group membership, S can implicitly claim the common ground with H that is carried by that definition of the group. These include in-group usages of address forms, of language or dialect, of jargon or slang, and of ellipsis. For example:

- a) *Come here Buddy!*

e. Seeking the Agreement with the Hearer

This strategy is to seek for hearer" s agreement by raising "safe topic" that the hearer will agree with. For example:

- a) *Did she go to hot country?*

f. Avoid Disagreement

This strategy showed that avoiding disagreement by stating false agreement, indirect agreement, white lies, and hedging. For example:

A: *That's where you live, London?*

B: *That's where I was born.*

g. Presupposing/Raising/Asserting Common Ground

This strategy explains that presupposing is the act of believing something is true before it is proven. For example:

- a) *I had a really hard time learning to swim, didn't I?*

h. Joking

This strategy may be used to stress that shared background or those shared values. Joking is a basic positive-politeness technique, for putting H 'at ease'. Or a speaker may minimize an FTA of requesting, as in:

How about lending me this old heap of junk?

Asserting or Presupposing the Speaker's Knowledge and Concerning for the Hearer's Wants

This strategy is one way of indicating that S and H are cooperators, and thus potentially to put pressure on H



to cooperate with S, is to assert or imply knowledge of H's wants and willingness to fit one's own wants in with them. The negative questions discussed above may sometimes function in this way, as may utterances like the following:

a) *I know you love roses but the florist didn't have any more, so I brought you geraniums instead, (offer + apology)*

j. Offering and Promising

This strategy means that when the speaker makes a promise to the hearer, the speaker has the intention to fulfill the hearer's want. For example:

a) *I will treat you next tomorrow.*

k. Being Optimistic

In this strategy, the speaker becomes optimistic regarding the willingness of the hearer to fulfill or wants to do something for the speaker. For example:

a) *You will lend me your money, right?*

l. Including Both Speaker and Hearer in the Activity

This strategy is using an inclusive 'we' form, when S really means 'you' or 'me', he can call upon the cooperative assumptions and thereby redress FTAs. For example:

a) *Let's have a cookie, then. (i.e. me)*

m. Giving or Asking Reason

This strategy shows that the speaker and hearer are cooperators through the act of asking and giving reason. For example:

a) *Why not lend me your cottage for the weekend?*

n. Assuming or Asserting Reciprocity to the hearer

In this strategy, the existence of cooperation between S and H may also be claimed or urged by giving evidence of reciprocal rights or obligations obtaining between S and H. For example:

I'll lend you dictionary if you lend me your book.

ving Gift to the Hearer

This strategy shows that the speaker can satisfy arer's positive face by actually satisfying some of the arer's wants. For example:

I just know that your grandma died yesterday. I'm sorry



to hear that.

3) Negative Politeness Strategies

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. Negative politeness, thus, is essentially avoid-based, and realizations of negative-politeness strategies consist in assurances that the speaker recognizes and respects the addressee's negative-face wants and will not (or will only minimally) interfere with the addressee's freedom of action. Hence negative politeness is characterized by self-effacement, formality and restraint, with attention to very restricted aspects of H's self-image, centering on His want to be unimpeded. Negative politeness consists of:

a. ***Being Conventionally Indirect***

This is the first mechanism of negative politeness namely 'be direct', speak directly without rambling. This strategy is a way out for two circumstances which conflict with each other, namely the desire to not pressing the speaker on one side and a desire to proclaim the message directly without rambling and obviously meaning the other side. Therefore, the strategy is conducted by using phrases and sentences that have contextually unambiguous meanings that are different from their literal meaning. For example:

a) *Can you open the door, please!*

b. ***Questioning or Hedging***

A hedge makes the membership of a noun phrase in a set that it is partial or true only in certain respects and more complete than might be expected. Hedge may be functioned to soften command and turn it into a polite suggestion. For example:

I was wondering if you could help me

↳ ***Pessimistic***

This strategy gives redress to H's negative face by plicity expressing doubt that the conditions for the propriateness of S's speech act obtain

Could you jump over that five-foot fence?



d. Minimizing the Imposition to the Hearer

This strategy is to minimizing the imposition or the threat toward the negative face of the hearer. For example:

a) *Could I have a taste of that cake?*

e. Giving Deference

According to Brown and Levinson there are two sides of deference realization. First, the speaker humbles and abases himself and another. Second, speaker raises H (pays him positive face/ satisfies H's wants to be treated as superior). From those two ways, the speaker is giving respect actually. For example:

a) *Would you like a sandwich?*

f. Apologizing

By apologizing for doing an FTA, the speaker can indicate his reluctance to impinge on H's negative face and thereby partially redress that impingement. For example:

a) *I'm sure you must be very busy, but would you come to my party tonight?*

g. Impersonalizing the Speaker and the Hearer

This strategy deals with avoiding the pronoun "I" and "U". For example:

a) *It is so*

h. Stating the FTA as a General Rule

One way of dissociating S and H from the particular imposition in the FTA, and hence a way of communicating that S doesn't want to impinge but is merely forced to by circumstance, is to state the FTA as an instance of some general social rule, regulation, or obligation. For example:

a) *The United States expresses regrets over the occurrence of the incident.*

i. Nominalization

This strategy is done by changing a verb into a noun a sentence. The more nouns are used in an expression, the more removed an actor from doing or being something and the less dangerous an FTA seems to be. For example:

The committee requests the President...

...going on Record as Incurring a Debt, or as not debting the Hearer



S can redress an FTA by explicitly claiming his indebtedness to H, or by disclaiming any indebtedness of H, by means of expressions such as the Following, for requests:

a) *I'd be eternally grateful if you would...*

4) **Off-record Strategy**

This strategy uses indirect language and removes the speaker from the potential to be imposing. For example, a speaker using the indirect strategy might merely say —wow, it's getting cold in here!! insinuating that it would be nice if the listener would get up and turn up the thermostat without directly asking the listener to do so. Other examples of this strategy are:

1. **Invite Conversational Implicature**

The first mechanism in showing off-record strategy is inviting conversational implicature to the hearer.

1) **Violate relevant maxim**

a) **Give Hints**

If S says something that is not explicitly relevant, he invites H to search for an interpretation of the possible relevance. For example:

It's cold in here. (c.i. Shut the window)

b) **Give Association Clue**

A related kind of implicature triggered by relevance violations is provided by mentioning something associated with the act required of H, either by precedent in S-H's experience or by mutual knowledge irrespective of their interactional experience. Thus, the utterance:

Oh God, I've got a stomach ache again.

c) **Presuppose**

A third set of clues to S's intent is related, in a different way to the Relevance Maxim. An utterance can be almost wholly in context, and yet violate the Relevance Maxim just at the level of its presuppositions. For instance, if S says:

I washed the car again today.



a) Understate

The speaker uses this strategy to express understatements; S says less than is required and as result generates implicatures. From the statement, the researcher concludes that the speaker expresses the statement to the hearer. Example:

It's interesting.

b) Overstate

If S says more than is necessary, thus violating the Quantity Maxim in another way, he may also convey implicatures. He may do this by the inverse of the understatement principle — that is, by exaggerating or choosing apppoint on a scale which is higher than the actual state of affairs, here, however, the implicatures often lie far beyond what is said. For example:

There were a million people in the Co-op tonight!

c) Use tautologies

A third method of generating inferences by violations of the Quantity Maxim is to utterance pattern and necessary truth. By uttering a tautology, S encourages H to look for an informative interpretation of the non-informative utterance. It may be an excuse:

War is war

3) Violate quality maxim

a) Use contradictions

Contradictions, as well as the ironies, metaphors, and rhetorical questions considered in the following three sections, all involve violations of the Quality Maxim. By stating two things that contradict each other, S makes it appear that he *cannot* be telling, the truth. He thus encourages H to look for an interpretation that reconciles the two contradictory propositions. For example:

Well, John is here and he isn't here.



b) Being ironic

This strategy is done by saying the *opposite* of what he means, again a violation of Quality, S can indirectly convey his intended meaning, if there are clues that his intended meaning is being conveyed indirectly. Such clues maybe I am and I'm not. prosodic (e.g. nasality), kinesics (e.g. a smirk), or simply contextual:

John's a real genius

c) Use metaphors

Metaphors are a further category of quality violation, for metaphors are literally false. The use of metaphor is perhaps usually on record, but there is possibility that exactly which of the connotations of the metaphor S intends may be off record. For example:

Harry's a real fish

d) Use rhetorical questions

This strategy us done by asking a question with no intention of obtaining an answer is to break a sincerity condition on question — namely, that S wants H to provide him with the indicate information. This sincerity condition straight forwardly follows from the injunction 'Be sincere', i.e. the Quality Maxim. Questions that leave their answers hanging in the air, implicated, may be used to do FTAs — for example, excuses:

How was I to know . . .

2. Be Vague or Ambiguous

1) Violate manner maxim

a) Be Ambiguous

Purposeful ambiguity may be achieved through metaphor, since (as mentioned above) it is not always clear exactly which of the connotations of a metaphor are intended to be invoked. For example:

John's a pretty sharp cookie

b) Be vague



S may go off record with an FTA by being vague about who the object of the FTA is, or what the offence is e.g., in criticisms:

Perhaps someone did something naughty

c) Over-generalizing

This strategy is about a conveying general rule that hearer then has to choose whether the general rule applies to him. For example,

Mature people sometimes help to do laundry

As said by the speaker to convey an order or request.

d) Displacing the hearer

S may go off record as to who the target for his FTA is, or he may pretend to address the FTA to someone who admit wouldn't threaten, and hope that the real target will see that the FTA is aimed at him.

e) Being incomplete

The speaker does not purposefully finish his or her utterances. It can leave the implication of "hanging in the air", just like rhetorical question.

5) Say Nothing/No FTA

According to Brown & Levinson (1987), "say nothing" — which they refer to as "don't do the FTA" — is the most basic option for dealing with Face-Threatening Acts (FTA). Before choosing any politeness strategy, the speaker has the option of not performing the FTA at all. In Brown & Levinson's terms, this is called "don't do the FTA"; Yule (1996) refers to it as "say nothing."

3. Sociological Factors

1) Social Distance

Social distance can be understood as differing degrees of distance between interlocutors (Brown & Levinson, 1987). In other words, it refers to the differential relationships between interlocutors such as close and distant relationships. It can be viewed as a continuum with two ends, one of which is the closest parents and relatives, while the other is just the opposite distant strangers.



2) Relative Power

Relative power was another factor influencing choice of politeness strategy. Brown and Levinson 1987 state that relative power was the degree to which the hearer could impose his or her own want, desire or face over the speaker's want. It refers the status of the hearer over the speaker which also concerned the power of the hearer over the speaker. The power possessed by the hearer affected the choice of the strategy used by the speaker. In addition, if the hearer possessed more power than the speaker, the speaker would use the strategy which was more polite. In contrary, if the hearer possessed less power, the speaker would use less polite strategy

3) Rank of Imposition

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.

