CHAPTER II
REVIEW OR RELATED LITERATURE

2.1 Pragmatics

A subfield of linguistics known as pragmatics studies the relationship between language forms and the users of those forms (Yule, 1996:4). The majority of language phenomena covered in pragmatics have to do with how language is used by its users. According to Yule (1996:3), pragmatics is focused on four topics. First of all, pragmatics is the study of what the speaker says. Second, pragmatics is the study of how to understand a speaker`s words within a specific context. In this instance, the context that comes after the speaker`s words must be understood by both the hearer and the speaker. Thirdly, the study of pragmatics focused on identifying the speaker`s suggested meaning through their words. The study of pragmatics, which comes last, is concerned with how the speaker the hearer expresses their feelings for one another.

In Meyerhoff (2015:84), Brown and Levinson state that being courteous is crucial in understanding the difference between a light-hearted remark and a deferential one. Most people just think of "Politeness" as communicating in a way that defends the right of others and doesn`t offend them. In their 1987 politeness theory, Brown and Levinson categorized four strategies: (a) to do as instructed, bald on record, (b) to use positive politeness when doing speech acts (referring to the positive face), (c) to use negative politeness when performing speech acts (referring to the face of a negative), (d) to use indirect speech actions, or off the record (Senowarsito, 2013:5)

Based on Levinson (1983:9). The following is the definition of pragmatics as a science:

1. The study of pragmatics, which forms the basis for the explanation of language understanding, examines the interaction between language and situation. In this sense, language comprehension refers to the understanding that goes beyond word meaning and syntax to include any relationship pertaining to the context of use in order to comprehend a language expression or statement.

2. The study of pragmatics is the science of how language users relate sentences to the right context for the sentence.

2.2 Politeness Strategy

Since it is the "expression of social relationships" and offers a linguistic means of resolving interpersonal tension resulting from communicative intents that conflict with social demands and statuses, politeness is essential to the very framework of social life and society.

Brown and Levinson assert that their theory is universally true due to its inherently social functionality, which is encapsulated in their concept of a universal speaker, hearer, or model person. Brown and Levinson (1987) introduced the Politeness Hypothesis in their book Politeness: Some Universals in Language Usage. As a speaker and a hearer, they each have two faces—a good and a negative one—that they can choose from at the conclusion of the talk, according to the book.

In considering that politeness strategy viewed as "rational deviations" from the Gricean Cooperative Principle (CP), Brown and Levinson 1987, connected their theory to the Gricean framework. But courtesy is a completely different matter from CP. Presumptive communication (CP) is an unmarked, socially neutral tactic that forms the foundation of all communication. It is necessary to communicate politeness. It must always be indicated by the speaker; it can never be taken for granted that it works. When communication is likely to become threatening, politeness principles provide philosophical justifications for departing from the CP. (Page 5 of Brown and Levinson, 1987). To them, being courteous meant avoiding confrontation. The two main ideas are face and rationality, which are said to be universal qualities shared by all hearers and speakers. A universal Model Person (MP) personifies these attributes. A MP is someone who can reason from communicative objectives to the best ways to accomplish those objectives. In doing so, the MP must evaluate the risks of endangering the faces of other participants and select the best course of action to reduce any potential face-threatening situations that may arise throughout the activity. (Page 58 of Brown and Levinson, 1987).

Based on the aforementioned explanation, Brown and Levinson 1987 explicate that Politeness serves as a strategy for communicating with others by reducing Face-Threatening Acts (FTAs), or the perceived threat to hearers' faces. (Page 91, Brown and Levinson, 1987). They continued on, "Positive politeness encourages actions to build solidarity through friendship offers, compliments, and treating people like friends—never putting yourself in their shoes or threatening them." Conversely, negative politeness results in stiffness, indirection, apologies, and reverence. (Page 62 of Brown and Levinson, 1987). As a result, positive politeness uses the positive face, whereas negative politeness uses the negative face.

2.2.1 Bald on Record Strategy

One of the strategies of Brwon and Levinson's 1987 politeness principle, or the imperative sentence, is to go bald on record. According to Brown and Levinson (1987) in this book, the Grice (1975)-initiated bald-on-record strategy might be viewed as a maxim. The maxim, which serves as a guide to achieving the most effective communication possible, is an

obvious feature of the cooperation principle. There are documented cases of baldness in areas with significant power differentials. In these situations, the dominant party frequently uses absolutely no indirection at all.

The primary reason for using bald on record can be stated as follows: S will always pick the bald-on-record approach if he wants to complete an FTA as efficiently as possible rather than, at least partially, satisfying H's face. However, because S may have varied reasons for wanting to complete the FTA as efficiently as possible, there are various types of limitations on record usage under various conditions. A particularly obvious example of the usage of bald on record is the direct imperative statement. For example:

(P): "Thank you very much for the invitation. However, I must inform you **that <u>I have other plans on that date and cannot attend</u>.** I hope the event goes well." (Brown and Levinson, 1987)

Contexts: A party invitation event held by a colleague

In this situation, the speaker employs the bald-on-record strategy, politely and directly turning down the request without providing a justification or more in-depth explanation. Even though it could come out as rude, this is the proper course of action for situations where being honest is more important than offering a comforting explanation.

2.2.2 Positive Politeness Strategy

According to Brown and Levinson (1987:101), positive politeness is an act of kindness meant to bring out the best in the other person. In order to partially satisfy that want, one must communicate that some of their own desires—or at least some of them—are comparable to those of the addressee. Positive politeness statements are employed as a sort of metaphorical extension of closeness, suggesting a degree of shared interests or common ground even between complete strangers who consider themselves to be somewhat similar for the purposes of the conversation. For example:

Bruno: "Hey, after you save the miracle, come visit."

Mirabel: "After I save the miracle, I'm bringing you home." (Dewi& Ayomi., 2023).

Contexts: Bruno asked Mirabel to go to his hidden room to see if she could save the Madrigal family's miracle. However, Mirabel promised to bring Bruno back to his home after she could successfully save the family's magic

The data mentioned above is an example of a promising positive politeness strategy. "After I save the miracle, I will take you home" is the strategy used by Mirabel. To achieve the statement, Mirabel and her uncle, Bruno, have a mutual advantage. Mirabel made a promise to show her affection for her uncle so that she could stay positive. By promising to bring her uncle home, Mirabel shows how important her uncle is to the family.

2.2.3 Negative Politeness Strategy

A focused and concentrated approach to reducing the imposition that the FTA inevitably causes is the negative politeness technique (Brown and Levinson, 1987, p. 129). Based on this theory and its explanation of politeness in sociolinguistics, it can be concluded that the language's negative politeness strategies—which depend on social factors—lead to deference, apologizing, indirectness, and formality in language use in social interactions. Its goal is to reduce any potentially dangerous acts of the hearer.

It is typically observed that this strategy reduces the gap in distance between the speaker and the hearer. Mean Politeness Technique the objective of the negative politeness method is to appease the hearer's bad will. His objectives are to maintain his claims to land and autonomy. The hearer's negative facial wants are acknowledged and respected by the speaker, who does not interfere with the hearer's right to pursue his own interests (Brown and Levinson, 1987). The strategy is predicated on the hearer directing the speaker. For example:

Anna: "It's time we went ashore now. Come on, Louis!" (Syifa, A. M., Qaniah, B., & Suciati, E. (2021).

Context: When the ship landed at the ship port of the kingdom of Siam, Anna related this statement to Louis Beebe and Moonshee.

According to the information above, Anna called on Louis to come down from the top of the ship's railing, saying, "Come on, Louis, it's time we went ashore!" Though it was initially sent specifically for Louis, Anna gave it to her son Louis as well as his companions Beebe and Moonshe. Louis was subtly instructed by Anna to leave the ship's edge right away. She thought Louis might trip and fall. Because Anna avoids using the inclusive pronouns "I" and "you," she chose these words to ensure Louis would not feel threatened. As a result, the impersonalized S (speaker) and H (hearer) strategies were the negative politeness strategies in this setting.

2.2.4 Off Record Strategy

Brown & Levinson's (1987) explains, "Off-Record strategy is a communicative act that is done in such a way that it is not possible to attribute one clear communicative intention to

the act. "By using indirect language, this strategy eliminates any chance of the speaker coming off as imposing. Off the Record refers to the careful implementation of a strategy in which the speaker does not state the words directly, leaving the listener to infer what the speaker may have said. The speaker does not address the hearer directly in this statement.

The term "off record" refers to this kind of language approach in context rather than just formal indirections. Since the clues to their interpretation (the mutual knowledge of S and H in the context; the intonational, prosodic, and kinesics clues to the speaker's attitude; the clues derive from conversational sequencing) add up to only one really viable interpretation in the context, it is evident that many of the classic off-record strategies—metaphor, irony, understatement, rhetorical question, etc.—are very often actually on record when used. For example:

(P): "Well, my work has really piled up lately, and I'm finding it hard to finish." (Brown and Levinson, 1987)

Context: An employee feels overworked and overburdened.

The speaker in this instance uses off record language to express her sentiments and situation without specifically requesting assistance. Despite the lack of explicitness in this communication, the listener can infer that the speaker is struggling and might be inspired to volunteer their assistance. It is crucial to keep in mind that applying this strategy may rely on the interlocutor's interpretation and necessitates knowledge of the particular cultural and social environment.

2.3 Types of Negative Politeness Strategy
Brown and Levinson (1987) identified 10 negative politeness strategies:

1. Be Conventionally Indirect

Conventionally indirect politeness refers to the use of language that minimizes potential face-threatening situations without being overly direct or expressive. For example:

A: "I just don't know what to do."

P: "Don't worry about them. ***There're stupid people everywhere***. Trust me" (Suyono & Andriyani., 2021)

According to this study, indirectness is an inferior kind of politeness used by persons who are not close. On the other hand, people who already know one another often use indirect communication, as seen by teacher-student interactions in the classroom.

2. Hedging

"A hedge is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set," (Page 145 of Brown and Levinson 1987). Hedging is a strategy in negative politeness that includes reducing the impact of a request or statement and being less direct in order to demonstrate regard for the feelings or face of the other person. For example:

A: "He`s being stupid. He`s not getting what I want."

P: "That`s not being stupid. ***Maybe*** he doesn`t have it. I couldn`t get Jordan and stuff like that when I was young. You`re about to get some expressive sneakers. You ought to be happy. 1 think you should listen to dad." (Suyono & Andriyani., 2021)

Context: in a store, there was a young boy who wanted to buy sneakers but his father was unable to pay for them.

The participant tried to keep the young actor from being disrespectful to his father by expressing displeasure of the actor for calling his father stupid. She tries to refute her assertion, but she looks at the actor's face. She used hedging to soften the blow to the actor's face and give the impression that her statement is an opinion rather than a dispute. She employs the word "maybe," giving the impression that she is unsure about what was going on in reality.

This hedging strategy in negative politeness is very much in connection with the research and the movie under study, because in the movie there is a marriage relationship between a male and a female who are on the verge of collapse, so they try to use words that do not hurt each other's feelings. The words are in accordance with the hedging strategy on negative politeness.

3. Be Pessimistic

Pessimistic negative politeness is when you minimize the imposition of the request or suggestion by expressing your reservations or concerns. For example:

A1: "Ma'am, I just saw you in the parking lot walking fine ***so how come you took the cart?***"

A2: "Well, it was available. What do you mean? Ma'am, if you were me wouldn't you taken it?"

P: "If I had something going on with my legs I suppose, yeah. (Suyono & Andriyani., 2021)"

Context: There were two people, one playing the injured person and the other pretending to be injured, arguing about who should use the shopping cart. The customer helping them realized the situation and agreed to take the cart only if injured.

Given her reservations to speak, it is clear from the above context that the verb "be pessimistic" is used in the underlined above passage. Additionally, he expressed his desire to avoid imposing his will on the other person and to refrain from pressing himself to be correct. Usually, it can be identified by the use of question tags.

4. Minimize the Imposition

Frequently employing the word "just." Both "Just" and "Exactly" are conveyed in their literal sense by Brown and Levinson (1987), butt given its traditional implicature of "merely," its limited bound is the scope of face-threatening activities (FTAs) (Page. 177). For example:

A: "Can you imagine working in other's country for your life and not learning English? I can literally say anything right now and she wouldn't understand."

P: "I'm a little uncomfortable. Your conversation, it's _**a little**_ bit weird."

A: "I'm just saying what everyone else is thinking." (Suyono & Andriyani., 2021)

Context: Offering as customers and staff members of a nail salon, two actors make jokes of the staff's poor understanding of English, saying they can communicate in any language, but the staff is unable to understand them.

The other customers appeared taken back by the actor's remarks, and one even made a move to converse with him. He described the actor's talk as "a little" typical and said that it made her feel "a little" uncomfortable. She didn't want to insult the actor, so she did it to save his face. She said the line because she truly intended to put an end to the actor's impolite behavior. The players maintained their composure by employing the Minimize the Imposition strategy. This strategy releases the speaking partner from the imposition, reducing the threat.

5. Give deference

Giving deference in negative politeness involves expressing respect, acknowledging the other person's authority, or showing deferential language to soften a request. For example:

P: "Wow! That's so rude."

A: "I just want to make sure these kids are safe."

P: "***Ma`am, I'm sorry***, this is really inappropriate, if you have a problem, could you please leave this restaurant." (Suyono & Andriyani., 2021)

Context: A white woman suspects a black actress playing a nanny of kidnapping, shocking others who observe her impolite behavior.

The term "give different" is highlighted above because she expresses her shock at his acts right away by saying "Mow." She then informed the actor that his behavior was improper. Although her dislike of the actor's behavior, she managed to show respect for him by greeting him with the Western custom of "Ma'am." There is some cultural variation in the use of address phrases to express politeness.

6. *Apologize*

Expressing pain or apologizing for the imposition of a request in order to lessen its impact constitutes negative politeness apology.

A: "Come on, I give hundred bucks not to say anything."

P: "No, I mean I can't. I just can't. It's just my level of integrity. I can't. I'm not going to do that to this establishment. ***I'm sorry.***" (Suyono & Andriyani., 2021)

Context: The participant won't notify the manager that the actor has been playing a practical joke on him by spilling water on the floor and breaking down. The actor offers money to prevent her from telling him, but she refuses. The situations show how important it is to apologize in order to lessen the offense that the addressors' interference and refusal caused to the addressees.

7. *Impersonalize S and H*

In addition to reduce the imposition, impersonalizing S (Speaker) and H (Hearer) in negative politeness includes eliminating direct references to the parties involved in the communication. For example:

"***Late arrival*** at the office may affect the overall operations of the company. Therefore, it is important to ensure that arrival times are strictly maintained." (Goffman., 1971)

Context: An HR manager gives feedback to an employee who is often late.

In this situation, the speaker—the HR manager—is attempting to make a point about late without addressing the person responsible directly. Phrases like "late to the office" are examples of impersonal language that can be used to minimize intimacy and avoid giving the impression that the criticism is directed at the specific person. This is an illustration of negative politeness since it communicates the issue without outright offending or degrading the person.

8. State the FTA as a general rule

Generally speaking, FTAs are a secure means of reducing compulsion. The FTA may be stated by the speaker as a social code or duty that the hearer must abide by. After that, the hearer does not perceive the speaker as oppressive. (Page 206 of Brown and Levinson, 1987). For example:

P: ***"People do that when you order pizza. You know, you order and everybody take a piece."***

A: "But I'm so hungry." (Suyono. M & Andriyani. E. 2021)

Context: The subject of discussion is an actor who is visiting his mother and sister to celebrate his birthday. The actor is keen on buying extra meals for them, even if his mother is having financial difficulties. As can be observed from the explanation above, the speaker is compelled to threaten the conversation partner's face because of obligations, rules, or general instructions rather than doing so on purpose (Brown & Levinson, 1987).

9. Nominalize

Nominalization is the process of transforming a verb or adjective into a noun form in negative politeness to lessen the directness of a request or assertion. For example:

"An ***improvement*** in the accuracy of the report would be greatly appreciated." (Brown, P., & Levinson, S. C. 1987)

Context: A manager provides criticism to a worker who consistently submits reports that are incorrect.

This example demonstrates the use of nominalization in the term "improvement," which is derived from the verb "to increase." The supervisor further diffuses the sense of criticism or

suggestion by using a noun rather than explicitly expressing that the employee committed a mistake. The strategy of being impolite can assist preserve professional relationships and lessen the possibility of conflict.

10. Go on-record as incurring a debt, or as not indebting H

"The speaker can redress an FTA by explicitly claiming his or her indebtedness to the hearer, or by disclaiming any indebtedness to the hearer, by means of expressions such as the following for requests," as indicated by Brown and Levinson (1987). Goon-record in negative politeness is asking for something more directly while keeping your conduct good. For example:

(a debt): "***I`m sorry***, but you were expected to finish this assignment before the deadline. The project's overall progress could be impacted by this delay. ***Could you*** make sure that this project is finished soon?". (Brown, P., & Levinson, S. C. (1987))

Context: Team members who don't finish their work by the deadline receive notice from the project manager.

In this situation, the project manager assigns responsibility for finishing the work and clearly states that a team member's delay has caused an issue. The addition of the phrases "could you" and "I'm sorry" indicates an effort to maintain politeness and les

2.4 Negative Politeness Hedging Strategy

"A hedge` is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set," (Brown and Levinson, 1987, p. 149). Hedging is employed as a negative politeness strategy in the framework of politeness theory. By defining a greater social distance between speakers and listeners, negative politeness strategies effectively demand that the speaker accept the listener`s negative face and not infringe upon their right to free speech. The strategy includes hedging since it lets the speaker temper categorical remarks and judgments while avoiding being overt in their opinions. Hedging is one of the negative politeness strategies, according to this study, that people use to mitigate categorial remarks and judgements and avoid expressing their ideas directly. For example:

Minutes: 10:07-10:10

Jim: "I don't know, man, ***maybe*** they're just nicer than me." (Nicole Holofcener's You Hurt My Feelings. 2023)

Contexts: Don and his friend Jim are having an online conversation. Jim is depressed and tells Don a lot of stories about how his family treated him.

Jim uses the term "maybe" to imply to Don that "they" are superior to Jim, which reduces the probability of it happening.

2.4.1 Classification of Hedging Negative Politeness Strategy by Brown and Levinson (1987)

1. **Hedges on Illocutionary Force**: This involves using words or phrases that reduce the force or certainty of the illocutionary act (the action performed through speech). For example, saying "I think" or "maybe" before giving an opinion or suggestion to indicate that the statement is not entirely unequivocal and opens up room for disagreement or negotiation.

2. **Hedges Encoded in Particles:** Using small particles of language such as "well", "you know", "sort of", or "kind of" that imply that the speaker is not entirely sure or wants the listener not to feel forced.

3. **Adverbial-Clause Hedges:** Adding adverbial clauses such as "if you don't mind" or "if it's not too much trouble" to show that the speaker realizes that the request may be annoying to the listener and gives them a chance to politely decline.

4. **Hedges Addressed to Grice's Maxims:** Adjusting statements to better fit conversational maxims such as the maxim of quantity (not giving too much information) and the maxim of quality (avoiding untrue claims). For example, using phrases like "as far as I know" or "to the best of my knowledge" to signal that the information provided may not be complete or completely accurate. Sen potential confrontation, even when the message is firm.

2.5 "You Hurt My Feelings" Movie

A film can contain elements of humour, romance, horror, and science fiction, among many other genres. This is evident from the film You Hurt My Feelings, one of which is a romantic comedy. The main characters in Nicole Holofcener's You Hurt My Feelings in 2023 are played by Julia Louis-Dreyfus and Tobias Menzies. The film was first released on 22 January 2023 (Sundance) and 26 May 2023 (United States) from the production company "Film nation Entertainment, Distributor: A24, Film Nation Entertainment, UTA Independent Film Group". The 93-minute film looks at the complexities of relationships and how being honest or dishonest can affect them. In the film, married couple Beth (Julia Louis-Dreyfus) and Don (Tobias Menzies) seem to have a strong and loving relationship. However, when Beth

accidentally overhears Don complaining about her distrust of him in his latest script, their relationship is put to the test. Their relationship goes through many struggles as a result of this revelation. Holofcener explores many aspects of communication and relationships using this idea. The film shows how Beth and Don, as well as their friends and family, deal with their issues by using various strategies, such as telling open-minded lies and having honest conversations about their emotions.

The film directed by Nicole Holofcener makes the argument that being honest, although sometimes difficult, is usually beneficial in the long run. The performances of the actors are commendable; Menzies manages to convey Don's mixed emotions, and Louis-Dreyfus gives a nuanced representation of Beth's struggle with her affections. The strong supporting cast of David Cross and Amber Tamblyn, who play a couple having problems with their marriage, are also included in the film. Even with such a serious theme, "You Hurt My Feelings" manages to find a balance between comedy and drama. The film has been known for its witty conversations, sharp observations, and deft use of humour. In short, "You Hurt My Feelings" is a deep investigation into relationships, dialogue, and the importance of honesty. In addition, the film also contains many elements of politeness strategies that are widely expressed and suitable for this study. Then the screenplay, directing, and performances provide an enjoyable and thought-provoking film.

2.6 Previous Studies

There are three previous studies that can support the research in this one, such as identifying some discussions that were not covered in the previous studies. The previous study is *"An Analysis of Negative Politeness Strategy by Anna in Anna and the King Movie (2021)", "Politeness and Impoliteness Strategy Used in the "Sleeping Beauty" Movie (2022)", and "Positive Politeness Strategies Used by the Main Characters in the Animated Film "Encanto" (2023)".*

The first is *"Negative politeness strategy used by Anna in "Anna and the King" Movie"* by Syifa, Qaniah, and Suciati (2021). This study analyses the negative politeness strategy of the main character, Anna, using the theory by Brown and Levinson (1987) and adapted from the sociolinguistic theory by Holmes (2013). It describes how they use negative politeness strategies in a sociolinguistic approach. This study found 9 out of 10 negative politeness strategies used by Anna in her utterances. In addition, each strategy contains sociolinguistic dimensions. The hedging strategy is the dominant strategy used by Anna due to its flexibility

and the presence of sociolinguistic dimensions in Anna's speech in the film *"Anna and the King"*.

From the explanation of the previous research, there are some differences that can be seen, such as the subject, object, and focus of the research. Previous research used all types of negative politeness strategies, while this research only focuses on one type of negative politeness, namely hedging. Then the difference in the object of study is that the previous research used one main character as the object of research, namely Anna in the film *"Anna and the King"*, while this research uses all the characters in the film *"You Hurt My Feelings"*. Then, this previous study focuses on the sociolinguistic approach, while this study focuses on the pragmatic approach, which can be a gap for the current research. There are similarities between these two studies, namely using the same theory from Brown and Levinson (1987). It can be concluded that this study would more dominantly examine the negative politeness strategy section using one type of strategy, namely hedging in the film *"You Hurt My Feelings"*.

The second previous research was conducted by Juliani, Dara, Afiqah, and Wahyuni in 2022 on *"Politeness and Impoliteness Strategies used in the "Sleeping Beauty" Movie"*. The study identified nineteen politeness strategies, politeness maxims, and impoliteness strategies found in the data, such as four examples of politeness strategies, eight examples of maxim politeness, and seven examples of politeness strategies. However, the more common strategies found in this previous study were positive and impolite strategies and were dominated by maxim positive impoliteness and approval in the film *"The Sleeping Beauty."*

From the explanation above, this second previous study had the same theory, namely Brown and Levinson 1987, and used the same object type, that a movie. However, both have some differences in the subject of study. The second previous study analysed *"Politeness and Impoliteness strategies in The Sleeping Beauty"*, while this study analysed negative politeness strategies in *"You Hurt My Feelings"*. Besides Juliani, Dara, Afiqah, and Wahyuni included all politeness and impoliteness strategies. This study included only one type of negative politeness strategy.

Third and last*, "Positive Politeness Strategies Used by the Main Characters in the Animated Film "Encanto,""* by Chandra Dewi and Nur Ayomi 2023. The lead character in the animated movie *"Encanto"* employed twenty different positive politeness techniques, which were additionally categorized into nine strategies. The previous research also found that the most dominant strategy used by the main character was to give or ask the reason, with a proportion

of 35%. The least frequently employed strategies, which are identified in a single item of data per strategy, are: exaggeration, avoid disagreement, offer or promise, be optimistic, and give gifts to listeners.

It is defined from the summary of the last three studies, it can be seen that they used the similar theory, namely Brown and Levinson 1987 to analyses the study. In addition, the research subject is where this study differs from the third prior study. Therefore, this study focuses on analysing a particular kind of negative politeness in the movie *"You Hurt My Feelings"*, whereas the previous study examined pragmatics in the science *of "Positive Politeness in the Main Character of the Movie Encanto"*.