

## CHAPTER II

### THEORY AND METHOD

#### 2. Theoretical Framework

The theories that are applied in analyzing the problems in this study are women's language features by Lakoff and face-based politeness by Brown and Levinson.

#### 2.1 Women's Language Features

Lakoff's theory is one of the results of society's issues of gender inequality. In her book *Language and Women's Place*, Lakoff (1975) provides evidence of the difference in language use because of the inequality between men and women. Women's utterances are more polite than men's and have inferiority in specific linguistic features because of women's subservient role towards men (Lakoff, 1975), which in result, women have been more polite than men, resulting in the uniqueness of language in women's utterances. Then, she categorizes the uniqueness into features, which are called women's language features. The specific features to analyze if women are more polite than men are divided into three types, which are avoidance of strong swear word, hypercorrect grammar, and superpolite form.

##### 2.1.1 Superpolite Forms

This feature is formed in the utterances that are considered as politeness, its use is connected with polite manner and etiquette. According to Holmes (as cited in Maharani et al., 2021) women are likely concerned about the affective and interpersonal meaning of their

communication. This polite form is commonly used by women to maintain a relationship however strong the feelings are. It can be used to control the action, both feelings and thoughts, to comfort the addressee. Politeness can also be used to avoid and weaken the surface of conflict. Women thoughtfully speak more politely than men (Lakoff: 1975: 55).

### **2.1.2 Hypercorrect Grammars**

Holmes (as cited in Maharani et al., 2021) stated that women have used standardization in the form of grammar, but sometimes there might be errors appear as the result of inconsistency. It is used to show politeness or respect to the addressee. It is used to leave a good image, acquire admiration, and establish a formal attitude towards the addressee.

### **2.1.3 Avoidance of Strong Swear Words.**

As Lakoff claims (1975:10), the prevention of swear words or strong expressions is usually done by women. It is replaced with softened words in a gentler way that can be indicated as a defensive and weak expletive. Soft words are used to replace strong swear words. Women frequently use soft words to avoid assertions and offensive words. Those women can be seen as vicious if they use strong swear words.

## **2.2 Face-Based Politeness**

Linguists Penelope Brown and Stephen C. Levinson created the systematic rules of politeness. Brown and Levinson's politeness theory starts with the concept of "face". This concept can be viewed as self-image, prestige, and reputation. They divide this concept into two components, which are positive and negative faces. A positive face is a will to be desirable, and a negative face is a will to have the freedom to act (Brown and Levinson, 1987). Goffman (as cited in Jonathan, 2020) defines facework as everything someone's act constantly does with the face.

An act that interferes with someone's face in some way is a face-threatening act (FTA) (Jonathan, 2020). With a face-threatening act (FTA), Brown and Levinson arrange the systematic rules of politeness with four strategies and each strategy has sub-strategies that detail the contextual meaning and situation when the utterances occurred. Face-based politeness rules, according to Brown and Levinson (1987), rely on someone else's face in communicating with someone who is the hearer. The speaker has many options on how to maintain the hearer's face. Brown and Levinson (as cited in Jonathan, 2020) assume that cooperation is made of two reciprocal relationships to control each other's faces.

According to Brown and Levinson (as cited in Jonathan, 2011), there are three variables involved in quantifying the degree of face threat affected by a specific act in society, which are social distance (D), relative power (P), and absolute ranking (R). Distance is dependent on positive face exchanges between the speaker and the hearer, and their closeness is shown by the reciprocation of their interaction. Relative power is possessed by the hearer, and the sign is the deference that could force self-evaluation for the speaker. The absolute ranking is described as the degree of impinging on the desired face in a specific culture and situation, which can be classified according to the imposition's order.

### **2.2.1 Bald-On Record**

This strategy is quite straightforward and possibly concise (Brown and Levinson as cited in Jonathan, 2020). This strategy is used with a clear meaning and a direct order, completely or partly ignoring the hearer's face. This strategy is inspired by Grice's theory of Maxim. There are four maxims, which are the maxim of relevance, the maxim of quality, the maxim of quantity, and the maxim of manner. The use of these maxims is expressed with a clear, relevant, truthful, and proper proportion of information.

### **2.2.2 Positive Politeness**

A positive strategy is a rectification process by the speaker to save the hearer's face. Positive strategies are used if the speaker intends to approach the hearer closer (Jonathan, 2020). The speaker is concerned with the hearer's desire to be pleased with the speaker's utterances. This strategy is used to befriend the hearer, satisfy the hearer's face, and assume the hearer's desire. An intimate relationship is driven by giving and accepting this strategy.

### **2.2.3 Negative Politeness**

A negative strategy is also a rectification act. This strategy is used if the speaker wants to respect the hearer. This strategy is used to respect the hearer's position and the hearer's desire. The hearer is given a chance to act (Brown and Levinson, 1987).

### **2.2.4 Off Record**

This strategy is used with ambiguity, hints, and clues to the hearer. This strategy gives just a little threat to the hearer. This strategy triggers the hearer's face with a broken maxim (Jonathan, 2020). Maxim is a rule of the Cooperative Principle of Grice's theory that is applied in the conversation with its aim to have effective communication, and this strategy violates the maxim of relevance, the maxim of quality, and the maxim of manner. The violation on maxims, which are:

1. Violates the Maxim of Relevance; gives hints, gives association for clues, and presupposes.
2. Violates the Maxim of Quantity; understate, overstate, and use tautologies.
3. Violates the Maxim of Quality; use contradictions, be ironic, use metaphor, and use rhetorical questions.
4. Violates the Maxim of Manner; be ambiguous, be vague, over-generalize, displace the hearer, and be incomplete by using ellipsis.

## **2.3 Research Method**

Research methods in this study are divided into three parts, which are:

### **2.3.1 Data Source**

The data source used in this study is *The Queen's Gambit* novel written by Walter Tevis in 1983, which is downloaded and contains 272 pages. Every character utterance in the novel is analyzed and Beth Harmon's utterances in her conversation with all the characters, every man and woman character, are chosen as the main character in the novel.

### **2.3.2 Methods of Collecting Data**

The method of collecting the data in this study is documentation. The source is a written text that is downloaded and the characters' utterances as the data are collected into an Excel file. The data is divided into different files and documents to help in analyzing the data. This study also applies secondary research in collecting the data, which is internal data to find the related topics or theories.

### **2.3.3 Methods of Analyzing Data**

The data that has been collected for each type is analyzed with a descriptive qualitative method. With this method, some of the data is written as quotations of women's language and face-based strategies and have been described. Qualitative research permits researchers to manage a comprehensive study on various topics (Yin as cited in Maharani et al., 2021). The descriptive qualitative method explains the theory of women's language features and the theory of face-based politeness.

1. Read the whole novel in pdf form.
2. Take note of each utterance in an Excel file.
3. Categorize each utterance in a table into each type of women's language and each strategy of face-based politeness.

4. The data is described with some quotations and the amount of data is shown in a table to be interpreted.