

CHAPTER II

THEORY AND METHOD

2.1. Theoretical Framework

In conducting this study, the writer used the politeness strategy theory proposed by Brown and Levinson (1987).

2.1.1. Politeness Strategies

In Brown and Levinson's (1987) theoretical framework, communication is considered to be face-sensitive, where speakers try to protect their own face and their interlocutor's face during communication. In this context, politeness strategies have an important role in managing interpersonal relationships and reducing the possibility of actions that threaten face in communication. Brown and Levinson (1987: 61) defined face as "the public self-image that each member wants to claim for himself". They further stated that face can be diminished, maintained, and needs to be considered in every interaction with others.

Brown and Levinson's (1967) classified face into positive face and negative face. Positive face, explained by Brown and Levinson (1987: 61), is a positive image that a person wants to be appreciated, accepted, and considered relevant in interactions. Good interpersonal relationships can be built by considering the various aspects that others consider important through protecting positive face.

Negative face is as a person's right to have freedom and not to be coerced, so that their actions and decisions are not interfered with by others, according to Brown and Levinson (1987:61). Negative face also indicates a person's need for

autonomy in their interactions with others.

Brown and Levinson (1987: 65) stated that there are certain actions that can threaten face, specifically actions that go against the face desired by the interlocutor or by the speaker himself or herself. Any action that goes against the personal wants or preferences of the speaker or interlocutor is considered a face-threatening act (FTA). Every utterance has the potency to be face-threatening, depending on the social context. Politeness strategies are used to help reduce the possibility of situations where the speaker or interlocutor feels threatened during communication.

2.1.2. Types of Politeness Strategies

Everyone will try to prevent actions that can threaten face by using certain strategies to minimize threats. The use of politeness strategies is intended to maintain face by ensuring that no discomfort occurs, so that good relationships and communication are maintained. Brown and Levinson (1987) explain that there are four types of politeness strategies that can be used to mitigate face-threatening act, namely bald on record, positive politeness, negative politeness, and off record.

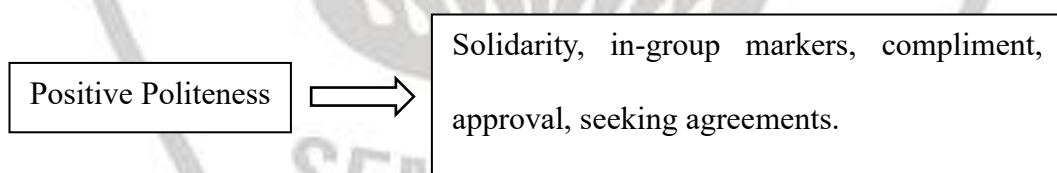
2.1.2.1. Bald on Record

Brown and Levinson (1987: 69) stated that performing actions bald on record refers to performing actions in a way that is most direct, brief, clear, and unambiguous. Doing the action bald on record means that the threat to face is done directly and without any mitigation. Bald on record occurs usually when the speaker is not afraid of the consequences of his or her actions on the interlocutor. An example of bald on record: *"I need another £1000"*. This can be a face-threatening

action if the interlocutor feels that he or she is being coerced. This utterance can threaten the interlocutor's face due to the sense of coercion and the lack of freedom.

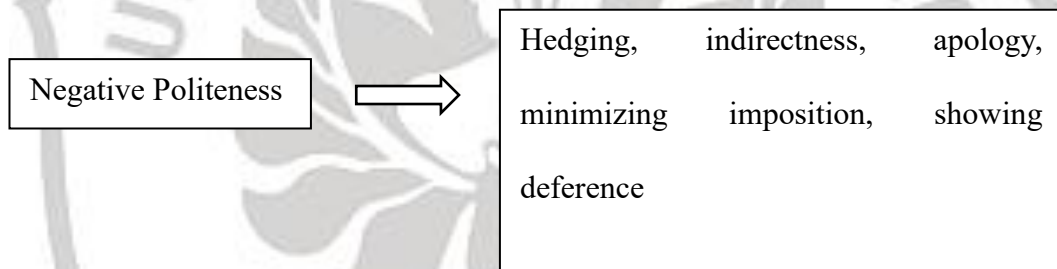
2.1.2.2. Positive Politeness

According to Brown and Levinson (1987: 70), positive politeness refers to the positive face of the interlocutor, where there is a positive self-image that he or she wants for himself or herself in the form of a wish to be appreciated, accepted, and recognized by others. Positive politeness is something that is based on closeness, where the speaker has a good relationship with the interlocutor and their desires are in alignment. Face-threatening act (FTA) is minimized in positive politeness by a general assurance that the speaker and the interlocutor share the same desires, interests. Positive politeness strategies can also be utilized as a form of social acceleration, where one shows a desire to build closeness with others rather than just to reduce face-threatening act (FTA). For example, "*What a beautiful garden you have!*". In this example, the speaker shows interest and excitement for the interlocutor's garden which may indicate the speaker's desire for a closer relationship and suggests that their tastes may be similar.



2.1.2.3. Negative Politeness

According to Brown and Levinson (1987: 70), negative politeness involves the basic desire to keep one's personal territory and authority. Negative politeness is the strategy addressed to interlocutor's negative face in the form of a desire not to hinder the interlocutor's freedom of action and not to interfere the interlocutor's autonomy. Negative politeness has a function to minimize certain impositions that cannot be avoided by face-threatening act (FTA). For example, "*Can you please pass the salt?*", the word "please" is used to soften the request in this sentence. The word "please" is used to convey the speaker's attempt to maintain the interlocutor's negative face by minimizing imposition and respecting the interlocutor's freedom of action.



2.1.2.4. Off Record

If someone performs an action off the record, then the intention to be delivered has more than one possible meaning or purpose. Brown and Levinson (1987: 211) stated that an action is considered off record if it is performed in such a way that it is difficult to assign the action to one clear communication purpose or meaning. This strategy enables the speaker to deliver a message without linking himself or herself to a specific purpose or commitment of his or her action. So, if a speaker wants to perform a face-threatening act (FTA), but wants to avoid the

responsibility of performing the FTA, the speaker can do it off record and leave the interpretation to the interlocutor. For example, “*It’s cold in here*”. The speaker conveys his or her wish indirectly. The speaker may intend to request that the windows be closed. The speaker expresses his or her want through clues and leaves it up to the interlocutor to interpret the utterance.

2.1.3. Factors that Influence the Use of Politeness Strategies

Brown and Levinson (1987) claimed that there are factors that influence the use of politeness strategies. According to Brown and Levinson (1987: 74), the circumstances that influence the use of politeness strategies in interaction and communication include three sociological factors, namely social distance, relative power, and rank of imposition.

2.1.3.1. Social Distance

Social distance is the degree of closeness or distance that exists between the speaker and the interlocutor. Social distance often reflects personal relationships, such as closeness, social relationships, and frequency of interaction. Brown and Levinson (1987: 76-77) defined social distance or *D* as the symmetrical social dimension of the similarity or the difference that exists between speaker and interlocutor. Social distance is frequently derived from the degree of frequency of interaction between speaker and interlocutor. Usually the more frequent the interaction, the smaller the social distance. The result of a close relationship is usually the mutual giving and receiving of positive face, such as praise, recognition, and attention. In contrast, when closeness is not established, more respect for

negative face is emphasized.

2.1.3.2. Relative Power

According to Brown and Levinson (1987: 77), P or relative power is an asymmetrical social dimension that signifies the extent to which the speaker can have the ability to impose his or her own will and plans by ignoring the interlocutor's will and plans. This includes controlling or influencing the speaker's actions, decisions, and self-evaluations. Brown and Levinson (1987) identified two main streams of relative power, namely material control which takes the form of control over the distribution of economic and physical control and metaphysical control, which is the influence that makes a person follow the actions or desires of others. The result of a huge power disparity that often emerges is the respect of the less powerful party towards the more powerful party.

2.1.3.3. Rank of Imposition

Brown and Levinson (1987: 77) defined rank of imposition or R, as the degree of imposition based on the extent to which the imposition is perceived as interfering with a person's desire to save face. The rank of imposition is influenced by specific cultures and situations and is not entirely fixed. There may be factors that influence the rank of imposition, such as particular rights or obligations, specific reasons, and even enjoying the imposition in some ways.

2.1.4. Politeness Strategies and Power Relations

Politeness strategies not only function to maintain good relationships and social harmony, but can also indicate power relations. Among the three sociological

factors that influence the use of politeness strategies, relative power (P) is one of the determining factors in whether an utterance is conveyed directly or indirectly.

In interactions where there is a power imbalance, speakers tend to adjust their language. When a speaker holds higher power, they tend to use more direct and assertive strategies to reflect control, such as bald on record. In contrast, when the speaker holds lower power, they tend to employ more subtle strategies to avoid giving the impression of coercion and to preserve the interlocutor's face, such as negative politeness and off record.

Variable	Indicator
Power (high → low)	Directive force, interruption, lack of mitigation
Power (low → high)	Hedging, indirectness, politeness

Thus, by analyzing Winston Churchill's use of politeness strategies in various interactions, this study aims to demonstrate how linguistic choices influence and construct power relations in interactions.

2.2. Research Method

This research used qualitative descriptive method, which aims to provide a descriptive depiction of existing data as it naturally occurs. This method allows for an in-depth analysis of how politeness strategies are used by Winston Churchill's character, by observing Winston's utterances and considering the context or situation in which the utterances occur. Through this method, Winston's utterances

are analyzed and explained based on the theory of politeness strategies by Brown and Levinson (1987), in order to examine how these politeness strategies illustrate power relations. The data source is primary, taken directly from the movie *Darkest Hour*, in the form of utterances spoken by Winston, which is then collected and analyzed. Utterance, in this study, is defined as a speech that conveys a communicative intent, which may consist of one or more sentences depending on the context.

2.2.1. Data, Population, and Sampling Technique

The data used in this study are spoken data obtained from Winston Churchill's utterances throughout the movie. Furthermore, the data in this study consist of utterances produced by Winston that contain politeness strategies. These data are taken from the movie *Darkest Hour* which was officially released in 2017. This movie can be accessed through online streaming platforms. The transcript of the movie is also used to support the analysis and verification of Winston's utterances that contain the use of politeness strategies. The population in this study consists all the utterances spoken by Winston throughout the movie, while the sample consists only Winston's utterances that are relevant to politeness strategies. The sampling technique used is purposive sampling by deliberately selecting utterances spoken by Winston that contain politeness strategies.

2.2.2. Method of Collecting Data

The data collection process was carried out using the observation method by directly observing the movie *Darkest Hour* to explore the politeness strategies used by Winston Churchill. This observation method is supported by taking notes

of Winston's utterances that can be classified into four types of politeness strategies. Context or situation is also considered in determining the politeness strategy used by Winston. Additionally, movie transcripts were also used and observed to ease the analysis process and increase accuracy. Therefore, data collection was done by observing Winston's utterances in the movie by watching and listening to Winston's utterances repeatedly. Observation and reading of the movie transcripts were also done, and notes were taken for each of Winston's utterances that could be categorized as politeness strategies with details covering timestamp, speaker, hearer so the data could be used for analysis.

2.2.3. Method of Analyzing Data



The writer conducted an analysis based on the data obtained from the movie *Darkest Hour*. The analysis was conducted through a systematic coding procedure. First, each of Winston's utterances was identified as a unit of analysis. Second, each of Winston's utterances containing a politeness strategy was classified according to four types of politeness strategies based on Brown and Levinson's (1987) framework. Third, sociological factors such as social distance, relative power, and rank of imposition were analyzed for each utterance. Fourth, the interpretation of the relationship between Winston's use of politeness strategies and power relations was conducted. Finally, conclusions were drawn based on the analysis.