

**CHAPTER 1**  
**INTRODUCTION**

## Chapter 1

### INTRODUCTION

#### 1.1. Background of the study

*"Nobody speaks the same in this world, even though they are twins" (Holmes).*

Human being as social creature needs to relate and socialize with other people. Thus, we need language to make us easier in building a good communication with others. As a unique character, each of us has his ways and styles of speaking. Therefore, many of us usually use many different styles of speaking when we communicate with others. In communicating with others, we use such language that reflects our personality. The way people use appropriate language to communicate with others will be considered as a good and well-mannered person especially when giving advice to others. That is why politeness strategy is needed.

Politeness strategy means behaving a way that attempts to take into account feelings of the people addressed (Brown, 1997). According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearer's 'face'. Actually, when we talk in a polite way to other people, we already consider the interlocutor's face. Face refers to the emotional and social sense of self that everyone has and expects others to recognize (Yule, 1996). It means when we use politeness strategies we respect the public self-image of person to whom we are talking, which is called Face Threatened Acts or FTA. There are four strategies in doing the Face Threatened Acts (FTA) which are bald on record, positive politeness, negative politeness, and off record.

The writer wants to investigate politeness strategy used by two consultants in “*Konsultasi*” articles at “*Jawa Pos*” newspaper. The writer chooses these articles because they discuss love and marriages problems and written by male and female consultants. The writer wants to compare the politeness strategies used by male and female consultants in giving advice. The writer decides to compare male and female politeness strategy. According to Holmes, women are more polite in language than men (Holmes, 1992). The writer wants to observe male’s politeness strategies compare with female in *Konsultasi* articles in *Jawapos*. She wishes to find out the differences that might appear while male and female consultants give advice and the reason of doing that.

Giving advice is categorized as off record strategy because off record strategy is a strategy used by the speaker when it is not possible for the speaker to attribute only one clear communicative intention to the act. The speaker wants to do an FTA but he wants to avoid responsibility for doing it and leave it up to the hearer on how he interpret it (Brown, 1987). The consultants leave the answer hanging in the air and leave it to the sender’s decision.

## **1.2. Statements of the problem**

1. Are there any differences on the politeness strategies written by male and female consultants in giving advice in *Konsultasi* articles in “*Jawa Pos*” newspaper?
2. Why do male and female consultants use different politeness strategies in giving advice in *Konsultasi* articles in “*Jawa Pos*” newspaper?

### **1.3. Purpose of the study**

By doing this research, the writer intended to identify the politeness strategies used by male and female consultants in “*Konsultasi*” articles in “*Jawa Pos*” newspaper. This study found the differences of politeness strategies used by male and female consultants in giving advice. The writer used Brown and Levinson’s theory of politeness strategy.

### **1.4. Significance of the study**

Many linguists had found some differences in male and female language. For that reason, the writer intends to find the differences in male and female politeness strategy in giving advice in “*Konsultasi*” articles in “*Jawapos*” newspaper written by male and female consultants. The writer apply Brown and Levinson’s theory to analyze the data, to find out the differences that might appear in politeness strategies used by male and female consultants while they are giving advice. Furthermore, the writer also uses sociolinguistics theory to find out the reason used by male and female consultants, Nalini MA and Darmanto Jatman, in giving advice. This study would help others to understand more about the differences of male and female language, especially the politeness strategies that they use in giving advice. This research is dedicated to all teachers since that the writer is studying in Master of English teaching arts. Politeness strategy is one of the communicative competence’s branches. Communicative competence was a definition of what a speaker needs to know in order to be communicatively competent in a speech community. There are four communicative competences according to Canale and Swain (Canale and Swain in Holmes; 1992); they are

grammatical competence, sociolinguistic competence, discourse competence, and strategic competence. So, teacher should acknowledge all those competences, not only grammatical competence to teach English.

### **1.5.Scope and limitation**

This study is a socio-pragmatic study. Socio-pragmatics comes from the general pragmatics. General pragmatics is a study of general condition of the communicative use of language and to exclude more specific 'local' conditions on language use. There are two applied study which emerge from general pragmatics, they are socio-pragmatics and pragmalinguistics. Socio-pragmatics is the study of speaker meaning which focuses on the social field (Leech, 1983; 10). This study is focusing on the politeness strategies. The research focuses in the differences of politeness strategies used by male and female consultant in giving advice. The writer only limited her study on language use used by male and female consultants in "*Konsultasi*" article, since they are not representative of all female and male language, so this study can not be generalized as male and female language.

### **1.6.Definition of Key Terms**

- a. Article is a piece of writing in a newspaper (Oxford Learner's Dictionary: 1987: 19)
- b. Consultant is a person who is an expert in giving advice.
- c. Politeness strategy means behaving a way that attempts to take into account feelings of the people addressed (Brown, 1997).

- d. *“Konsultasi”* articles are the articles containing advice on love and marriage.
- e. *Jawa Pos* is the name of one of national newspapers in Indonesia.

### **1.7. Organization of the thesis**

The writer divides her study into five chapters. The first chapter is introduction, which explains the background of the study, statement of the problem, definition of the key term, scope and limitation, significance of the study, and finally organization of the study. The second chapter talks about the review of related literature. In this chapter, the writer explains the politeness strategies that will support her studies. Then, in the chapter three, tells about the methodology of the study. Here, the writer gives explanation of the research approach which is used, source of the data, instrument for collecting data, procedures of data collection, and method of data analysis. Further, chapter four is about the findings and analysis. Finally, the writer concludes all results in the conclusion in chapter five.