

# CHAPTER 1

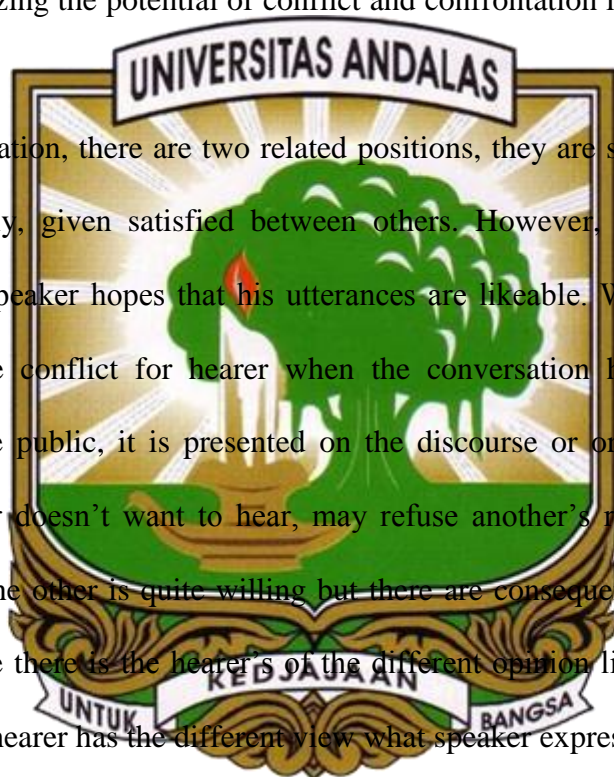
## INTRODUCTION

### 1.1 Background of the Study

In conversation, talking is not always related to textual problem but also interpersonal problem. Wijana, (1996:55) says interpersonal problem relates to politeness. Hornby (2005: 1017) says that the word politeness means having or showing good manners and respect to the feelings of others. It becomes a system of interpersonal relations designed for facilitate interaction by minimizing the potential of conflict and confrontation inherent in all of human interchange.

In the conversation, there are two related positions, they are speaker and hearer. The positions are normally, given satisfied between others. However, the fact is where is a conversation occur, speaker hopes that his utterances are likeable. With speaker's desire is buoyant, it would be conflict for hearer when the conversation happens. Moreover the conversation is in the public, it is presented on the discourse or oral. A speaker may tell something that hearer doesn't want to hear, may refuse another's request, and may end a conversation before the other is quite willing but there are consequences that happen in the conversation. Because there is the hearer's of the different opinion like hearer does not like with the speaker and hearer has the different view what speaker expresses. If the speaker still does the matter without considering the hearer, the consequence is conversation become disturb and give problem until it also effect to social relationship.

The conflicts or the consequences as mentioned above brave as to thing how to achieve the goal of conversation. We cannot avoid them but we can minimize the conflict. It is known as politeness strategies in the pragmatic field. Politeness strategies are the most effective ways to deal with any kind of the conversation because it is the action of awareness



to another face (Yule, 1996:60). Basically, it is emphasized that politeness is about how speaker's face and how hearer's face become the important point in the conversation.

In this research, the writer will analyze only one of them, which is negative politeness strategies. According to Levinson and Brown (1987), politeness divides into four strategies. They are positive politeness, negative politeness, bald on record, and bald off record (Brown and Levinson, 1987). Each strategy also has sub strategies. Positive politeness has fifteen strategies; negative politeness ten strategies; bald on record has two strategies; and bald off record has fifteen strategies with ten sub strategies found on the personality column in *Psychology Today Magazine*.

Negative politeness is the action of speaker addressed to negative face's addressee (hearer) by looking at the social condition in conversation or interaction. In Western culture, it is known as 'to spring the mind' to explain such this problem with elaborating and conventionalizing or for FTA redress.

Example: *Could you lend me a pen?* (Brown and Levinson, 1987)  
(Yule, George; 1996:64)

On this example, speaker does not have a pen. He asks hearer to solve the problem. Before the speaker borrows the pen, he knows the condition of the hearer. In this condition the hearer probably has two pens or more. This is what we called as negative politeness strategy, which is the question in the way speaker asks for a pen.

*Psychology Today Magazine* is an American Magazine focuses on the psychology issues. The magazine is published once a month. It deals with health, relationship, memoir, spotlight, personality and others. Health rubric talks about health problems and solutions, relationship column talks the relation of human like parenting, spotlight column talks about the general today's general problem and in the personality rubric presents the interview of article in this section is presented in questions and answers. The question from journalist on



the personality column in *Psychology Today Magazine* becomes the focus of the research.

This is the example of data in the research:

**A: *Did you ever consider a more conventional career path?***

*B: I got my degree in accounting. My father was dead set on it he saw what the end of every month could bring. If i had one wish, it would be to sing Sinatra or Sam Cooke. But you work with what you've got.*

The word *did* indicates yes or no for answering by Ed Hamell but his answer is not yes or no, but he mentioned his education or his death of father. His answer indicates his career will undergo with or without as musician. As musician, he has a dream like Sinatra or Sam Coke and his accounting of education for his career, if he becomes musician.

In the conversation, the negative politeness strategies, state FTA as general rule. FTA as general rule is the strategies of negative politeness strategy with not become FTA as the big problem. FTA is used for asking the hesitation of journalist to the career of musician Ed Hamell. In the view of journalist known before, Hamell is a figure with bad reputation where his household is broken.

### 1.2 Identification of the Problem

To make the research clear, the writer formulate the research questions, it is reflected in the question below:

1. What negative politeness strategies found in the personality column *Psychology Today Magazine*?

### 1.3 Scope of the Study

In this research the writer applied politeness strategies theory which is negative politeness strategies. The writer analyzed negative politeness strategies are used by journalist in interviewing on the personality column in *Psychology Today Magazine* with the different editions. The editions are October 2013 and October 2014.



## 1.4 Method of the Research

In this the research the writer is used several steps taken from Sudaryanto (1993), they are collecting data, analyzing data, and presenting the result of analysis.

In collecting the data, the writer used observational methods with non-participatory observational technique (Sudaryanto). The writer read the conversation between journalists and some figures on the personality column of *Psychology Today Magazine*. Lastly, the question of journalist marked in the different edition and the different object.

In analyzing data, the writer used pragmatic identity and referential. Pragmatic identity is the method of analysis referred to the speech act. Referential is method of analysis related to the external aspect language or non-language. This research is about analysing the speech act of question by journalist in an interview with a figure. It is to said this research outlined the aspect in this problem is the situation from the figure in interviewing. The figures that are being interviewed come from the different profession.

In presenting the result of analysis, the writer is used both of informal and formal method. Informal method is analyzed usual word and formal method is presented in the form of sign, table and symbol. In formal method the data present with classifying on table and informal method, the data are presented by classifying the negative politeness strategies on the rubrics of personality *Psychology Today Magazine*. In formal method the data are showed with table between the interviewing between some the eccentric people in the column of personality *Psychology Today of Magazine* with the different edition by using the negative politeness strategies.

