CHAPTER I

INTRODUCTION

1.1 Background of the Research

Polite is the basic manner for people to show respect. People usually have excellent expectations of others, so that is why politeness is the main concern in human speech. Politeness is one of the studies in the linguistics branch, which is pragmatics. Pragmatics is one of the linguistics branches that concern meaning. Yule (1996, p.3.) indicates pragmatics as the study of meaning that the utterances said by the speaker and listener will interpret the statements.

The idea of politeness is one of the communication rules, especially in linguistics. Politeness teaches people how to say and write to avoid offensive things. Politeness is generally defined as an act, either written or spoken to show respect to others. According to Yule (1996, p.60.) Politeness is defined as a face act to show awareness to other people in the expression of respect. It also makes politeness expected a good way of expressing words without offense.

Politeness is not only a term; it is the term that most people have to use in daily communication. The term politeness in linguistics has some base and theory in language—it includes acts, face-threatening acts, and emotion. Face Threatening Acts, or FTA, are the basic theory in linguistics, especially politeness. It will expect the reaction of the speaker, listener, writer, and reader. Also, politeness explained the directness of a particular message.

Not only in literary works, but politeness will also be used in many forms. This includes advertisements. Advertisements are the common things that people usually find in everyday life. It is the media for people to promote their goods or something they want to show everyone and expect attention from the audiences. Advertisements themselves assuredly use language on it because it delivers the message to promote something. Politeness appears in advertisements because advertisements are expected will remain far from offensive words. This is because, naturally, human have tendency expecting the good impressions on everything.

Skincare advertisements itself, sometimes, considered offensive in some way because it shows some racism, false beauty standards, and beauty dissatisfactions. For example, some skincare brands tend to shows the comparison between black skin and white skin, unfair skin and fair skin, so on and so forth. This either way shows racism or tried to influenced the audiences that black or unfair skin is ugly and somehow can't call it as standards.

The politeness markers appear differently each advertisement of skincare brands. Some of them shows the equality, praised words, and breaking stereotype of different kinds of beauty. Unlike the positive, the negative politeness markers shows that beauty standards are important, flaw is unnormal, and fair clean face is everything. For example:

1.	*Brighten your skin with gentle efficacy. Our Violet-C Radiance Mask and Violet-C Brightening Serum are formulated with moisturizing, kind-to-skin ingredients to give you a natural, dewy glow. When it comes to dull skin, think evolution, not revolution.*
	Source: from Tatcha Instagram post advertisement, https://www.instagram.com/reel/CfKpLpCjEtU/?utm_source=ig_web_copy_link

2..	*<u>Take time</u> today to refresh and pamper your skin with our #AdvanceNightRepair Eye Masks and #Serum! Tap to shop now.*
	Source: from Estee Lauder Instagram post advertisement, <u>https://www.instagram.com/reel/Cjbgx8qjstx/?igshid=YmMyMTA2M2Y=</u>

This kind of politeness markers will not be noticed by audiences because they somehow do not know whether it was offensive or not, most of them might thought that was normal phenomena. First example shows politeness markers that leads to the negative reaction, this is because it is shows that the standards of beauty is to be have a fair skin. Meanwhile, the second example shows politeness markers that leads to positive reaction, this is because it is implied that having healthy skin more important.

This is interesting because some people are uneasy about recognising the act of politeness from advertisements because there are a lot of forms of politeness markers these days. Some audiences might think about how some of the advertisements appear offensive while, theoretically, it is not offensive. This problem leads to different kinds of reactions by consumers.

1.2 Theoretical Framework

1.2.1 Politeness

Polite will only sometimes be not far from everyday human life. This term easily recognizes by people by the act of social behavior. The act of being polite will remain important in human life. The idea of politeness in linguistics is also the same as politeness as behavior. Politeness in language, especially

linguistics, in one of the study objects in pragmatics. Pragmatics is one of the linguistics branches concerned with meaning, whether spoken or written. In terms of politeness, there are a lot of types and motives on it. Different theories and different analyses present these types of reasons.

According to Yule (1996, p.60.), politeness is the polite social behavior within a culture and showing awareness of another person's face. For the main study of the writer, the politeness theory that will fit into the analysis are the theories by Penelope Brown and Stephen C. Levinson. Brown and Levinson (1987, p.1.) said that politeness is like a formal diplomatic control used in every possible communication by reducing or minimizing social offense. Brown and Levinson proposed their famous theory of politeness, which they called to face "wants." It is also related to their well-known FTA strategies (Face Threatening Acts).

1.2.2 Politeness Strategies

Brown and Levinson (1987, p.2) said that there are three main strategies in their study of politeness: positive politeness, negative politeness, and off-record. These three strategies are used in society, and it's concerned with potential offenses in communication in social life. Yule (1996, p.61.) stated that politeness is about showing awareness in the context of social life and the friendliness or solidarity, social closeness, relative social distance, and the speaker or hearer's face wants. By Brown and Levinson, the political strategy that fits the writer's research is FTA strategies, defined as the natural human acts on threatening faces that are contrary to the facial wants of the addressee or speaker. These FTA terms have two main strategies: do the FTA and don't do the FTA.

11

(a). Do the FTA

Do the FTA or do the Face Threatening Acts is one of the politeness strategies that branches of FTA. These strategies have many components that have it is own classification. According to Brown and Levinson (1987, p.68), does the FTA mean the speaker says something in politeness and seeks to avoid the FTA itself or to minimize the FTA and expect the wants. These wants are related to the speaker's desires to communicate, efficiency, maintaining the speaker's target face threat, and minimization of the FTA by the speaker. In using these strategies, there are various ways to do the FTA; they are:

(1). On record

According to Brown and Levinson (1987, p.69), these strategies include the acts of the speaker that 'wanted to do something that was recognized by both speaker and hearer and led to the 'on record' acts. Generally, these strategies let the speaker say something in a clear way that the hearers accept, and the utterances are 'visible.' On-record strategies also has its two kinds of acts relating to the FTA. They are with redressive and without redressive.

(a). With redressive

This act, in on the record, FTA did by the speaker to give the face which the speaker tried to get the addressee acceptance of what the speaker asked for or wanted to be accepted and the speaker's effort to neutralize the face damage of the addressee FTA. This can be done two-way, which Brown and Levinson (1987, p.70.) proposed as cheerful face and negative face.

(a.1.) Positive face

This redressive act is defined by Brown and Levinson (1987, p.70.) as the creation of a positive self-image by the speaker to the addressee to show some respect to the addressee. This act tends to be a "want to be accepted" action and resulted in the minimization of FTA. This includes the speaker's expectation of the addressee by not giving any negative face wants. For example:

1.) Please let me use your pen

2.) How about letting me use your toilet

Based on those examples, reader could expect that people using positive face redressive politeness never gets chance to gets rejection. This is because they're using polite words that clearly show they are won't get rejected by their requests.

(a.2) Negative face

Brown and Levinson (1987, p.70.) defined this act as the primary aim of the speaker that initially tries to maintain their claims and be free from all coercion. They also explained that negative means the form of speaker respect to the addressee's negative face wants and depends on the addressee's freedom., the opposing face is an act of the speaker's formality in showing politeness by minimizing the threatening look and apologizing to the addressee. The following example:

1.) Can you lend me your phone,

please?2.) Do you mind to pass me the

fork?

This shows that based on this example if people use negative face redressive politeness, speaker won't expect the acceptance from others, it is free

13

to the addressee whether they accept or reject the requests. It also explains that this type of politeness free from demands.

(b). Without redressive

Without redressive in these strategies done by speaker boldly, directly, clearly, and concisely. Brown and Levinson (1987, p.69.) explained that this act is a kind of agreement by both the speaker and addressee in the interests of urgency by the face demands suspension. Also, they proposed that the danger of face threatening the addressee from the speaker is very small and doesn't have to take a speaker sacrifice. For instance:

1.) Hey, lend me your phone

2.) Give me some candies

Those examples show the direct type of without redressive politeness. It is direct and non-offensive kind of politeness, free from judgements and straight to the points and non-wordy.

(2). Off the record

These strategies are very distinct from on-record approaches. Brown and Levinson (1987, p.69,) said that off the record is the acts of the speaker done in an unambiguously way that secretly wanted the intention to the addresses. To simplify, off the record is the acts of speaker that they didn't say anything to their wants and have an unknown address and likely to show their prestige. To get the hidden desires of the speaker, the scope of the off-record studies is a metaphor, understatement, or even rhetorical question to understand what the speaker wanted to communicate. This also means the speaker never asked for anything

and never wanted to be accepted by the addressee and seek possible hints. For instance:

1.) Anna murmured beside her friend, "Oh gosh, where is my pen?!"

2.) Alex was annoyed by the crowded people and whispered, "Oh my god, what is happening!?"

Without saying any demands or any politeness markers, those examples show how politeness is not also have to uses politeness markers. By not using any words, people also can show how respectful they are around people, and try to keep their thought by themselves. It is the uncomplicated way to show politeness.

(b) Don't do the FTA

Don't do the FTA should be very distinct from Do the FTA. According to Brown and Levinson (1987, p.65.) Don't do the FTA or Intrinsic FTA is a particular act showing the wants to intrinsically threaten face and done by the speaker nature run contrary to the face wants of the addressee. This kind of act in FTA can be verbal or non-verbal and tend to be more recognized as speech acts. So, by this kind of act, the speaker nor the addressee didn't do and expected the face wants or face threats.

1.2.3 Politeness Markers

As explained before, many forms and theories of politeness exist. Politeness markers itself defined as the markers of the terms of refinement. In the form of advertisements, the politeness markers should be different from the everyday communication of humans. The politeness markers might contain persuasive discourse or even have violence to get the audience's attention. As explained before, persuasive discourse is the attempt to expect intention between

15

the speaker and the target. The cultural terms should vary the politeness markers in advertisements.

Watts (2003, p.160.) said that the politeness model must allow people to the events of agreement and disagreement in impolite language. The effectiveness of persuasive content in advertisements will be noticed by its politeness markers which are sensitive to the facial wants of the audience and the needs of the audiences. The politeness markers in ads must be made using the positive claim that attracts audiences. Since advertisements are sensitive to the features, the politeness markers should be noticed as the acceptance of the emotional effects of the audiences.

Leech (2014, p.35.) also proposed that politeness markers provide a situation where the speaker uses language to produce a particular effect on the mind of audiences or hearers. This also means that politeness markers should show mutual comfort and the purpose of understanding the target audience's feelings. The terms such as complements, sense of emotion, and problem-solving will be the perfect politeness markers in advertisements.

Leech (2014, p.171.) explained that the external modifiers in politeness are not only used for request utterances. It could be used in the request, whether before or after the proposal itself, to make it more polite, friendly, and persuasive. Advertisements will always wrestle around the terms of offers. Offers and requests will remain different from each other's since it depends on its politeness tactics or models. In Leech's theory of Tact Maxim, Leech (2014, p.182.) said that from the cross-cultural perspective, it is general to put more weight on the autonomy of the individual, which ten to minimizing the directness. This theory of

tact maxim is closely related to how advertisements do these days in the forms of their politeness markers.

Therefore, the theory of FTA by Brown and Levinson (1987) in the analysis of politeness markers will remain essential and crucial since advertisements affect the facial wants of the audiences or addressee. Whether or not the audience is offended depends on how polite the politeness markers are and expecting their facial acts. With all the strategies, FTA is the primary consideration in choosing politeness markers for advertisements.

Brown and Levinson (1987, p.62.) added that the acts mainly caused to threaten the negative face wants of the audiences or addressee may include suggestion, reminding, offering, and promising expressions that expected the audiences' emotions. The politeness markers themselves appear to be more fluid than the politeness strategies. Whether it will be appropriately used in positive face, negative face, on the record, or off the record always depends on each country's cultural terms. Politeness markers aim to formulate the kind of solidarity with a proper politeness marker itself.

1.2.4 Indirect Speech Act

According to Yule (1987, p.47.), an indirect speech act is a relationship between structure and its function that happened directly. Yule also believes that indirect speech acts are used to the direct utterances in the form of requests. The indirect speech act usually has a record of interrogative that is typically asked for a question or even demand. Yule (1987, p.56.) believes that indirect speech acts are strongly related to politeness which a single speech act will notice. In general, forms of indirect speech act also appear in the declarative structure. The relation

between speech acts and politeness should be noticed by how the speaker uttered their request and asked for an intention from the addressee.

Searle (1970, p.64.) noticed that indirect speech act politeness is the main ground of indirectness. In everyday utterances, politeness tends to seek to find indirect means that are related to illocutionary acts in speech acts. Saeed John I. (2003, p.234.) believes that indirect speech acts have remarked on the role of politeness. The norms of politeness would differ based on a cross-cultural study and cultural norms in each country. Brown and Levinson (1987, p.13.) said that politeness itself has a system that the detail of the system would be varied based on cultural forms and social persona.

1.2.5 Persuasive Discourse

Advertisements are a tool of human social interaction in the form of persuasive content. These precise contents contain speech or utterances it which will be related to the terms of politeness. Lakoff (1982, p.27) said that persuasive discourse is defined as the non-reciprocal attempt or intention of one party to change the behavior, feelings, preferences, or viewpoint of another by communicative means. Lakoff believes that the elements for persuasive discourse in successful advertising contain violations and maxim of manner.

Relating Sperber and Wilson (1995, p.50.) to their theory of the cognitive model of human communication explained that their theory of ostensive-inferential communication has the possibility of the occurrence of manipulation, which the communication considered of equal importance. The ostensive-inferential theory is defined as the stimulus producing that manifest the communicator and audience and appear more and more to the manifestation.

18

Therefore, if both communicator and the audience successfully communicate, more intentions will show up. Besides, the theory of ostensive-inferential examined in the pragmatics study appeared to be related to the manner or closely related to politeness.

1.3 Review of Previous Studies

In this review of previous studies, the researcher would like to explain some findings from the article journal and the student's thesis related to politeness. These findings show the relationship between the researcher's research title, "Politeness Markers in Skincare Advertisements," and the gaps in some studies that the researcher found in these findings. Although this is not the same topic, these findings help the researcher to study this thesis topic.

The first review would be the article journal from David Matley (2017)." 'This is NOT a #humblebrag, this is just a #brag": The pragmatics of self-praise, hashtags and politeness in Instagram posts." In this research, some related topics are related to the researcher's thesis topic. This research is compatible with the research topic because advertisements would also connect to social media, including Instagram. This research shows some theories from Brown and Levinson, which are consistent with the researcher's view.

This research explained how hashtags such as #brag and #humblebrag lead to politeness and impoliteness. Most of the studies talked about how polite become impolite when it comes to the negative face act theory by Brown and Levinson. This comes to the sense where the first person shows a positive act of politeness, and the third person, which are expectedly admired, the first-person posts. While it sometimes could be hating it. This also could be closely related to

19

the researcher's topic, which also uses social media advertisements. The advertisements could be received whether positive or negative faces from the third person, which are audience.

This research also talked about Brown and Levinson's theory about positive politeness, where positive politeness strategy has the potential to or leads to the opposing face (perception) regarding arrogancy. This study shows the social approval of private Instagram posts with the #brag hashtag. Looking back to the researcher's thesis topic, social support would also be one of the concerns of advertisements that determine whether they would be positive or negative faces. This article journal helps researchers analyze more over the face theory by Brown and Levinson. The researcher could notice most of this research mostly talked about how politeness becomes impoliteness rather than focusing on politeness itself. Overall, this study shows some specific theories related to David's studies, which help to understand how positive politeness could become negative politeness, positive faces become negative faces, and most importantly, how directed politeness strategy could catch negative faces from the audience.

Another related study to the researcher's topic is from Navari Safoora (2012). "A Study into Politeness Strategies and Politeness Markers in Advertisements as Persuasive Tools". This article investigates the pragmatic function of politeness in a less-talked-about communicative act in advertising. Consequently, this article illustrated that the choices of psychological strategies made by advertisers to persuade customers were in line with their intended culture. Since there is no study done which has examined politeness strategies by Iranian advertisers, and one way to recognize the politeness strategies used in one

culture is by contrasting them with those of another culture, the present study aims at comparing and contrasting the linguistic politeness strategies which Iranian and English advertisers employ. The corpus of this study is a collection of 150 written English and Persian advertisements from which a sample of 100 was selected. Advertisements were collected from some of the most-read and popular magazines in each language on particular topics of lifestyle, consumer, fashion, or home. The adverts were mainly full-page ones featuring consumer products, food, fitness, and beauty services. Also, the database contained some ads from the classified advertisement sections of the magazines mentioned above. The reason behind selecting these types of ads was connected with their ads being published repeatedly due to their high attraction and application, which is a sign of their persuasive tool.

The last study is from Basthomi Yazid (2020), "Politeness Markers in Teachers' Request in Classroom Interaction." According to this thesis, the writer's politeness markers are employed by native Indonesia – English teachers' classroom interactions. In expressing politeness, context and linguistic expressions are very important to consider. Regardless of non-linguistic expressions, the two aspects are vital in carrying the message. Social status, rank, gender, intimacy, or social distance are some contexts to include in politeness expressions. Linguistic expressions are helpful in such a way that they might enact politeness. One of the linguistic expressions that can be used is politeness markers.

This present study suffered from some limitations that should be taken into account for further studies:

1. As this study only investigated teachers' politeness markers involving maxim analysis at the university level, there is no guarantee that what has been found is similar to other teachers at other school levels. The aspects to analyze could be seen in many participants and necessarily investigated from different angles involving other variables and more data collection instruments.

2. The present study was conducted in an observational way of dealing with authentic classroom language. Further studies might be carried out by giving more concerns on intentional interventions to investigate whether a particular pragmatic aspect is teachable. As such, the classroom is consequently viewed as a setting in which learners may learn something due to well-planned pedagogical actions governed by pragmatic acquisition through some behavior and languages.

3. Since this present study only analysed teachers' politeness markers in classroom interaction, other pragmatic aspects (questioning function and questioning strategy and other speech acts) and other aspects of classroom interaction (interactional features, the pattern of interaction) can be further investigated.
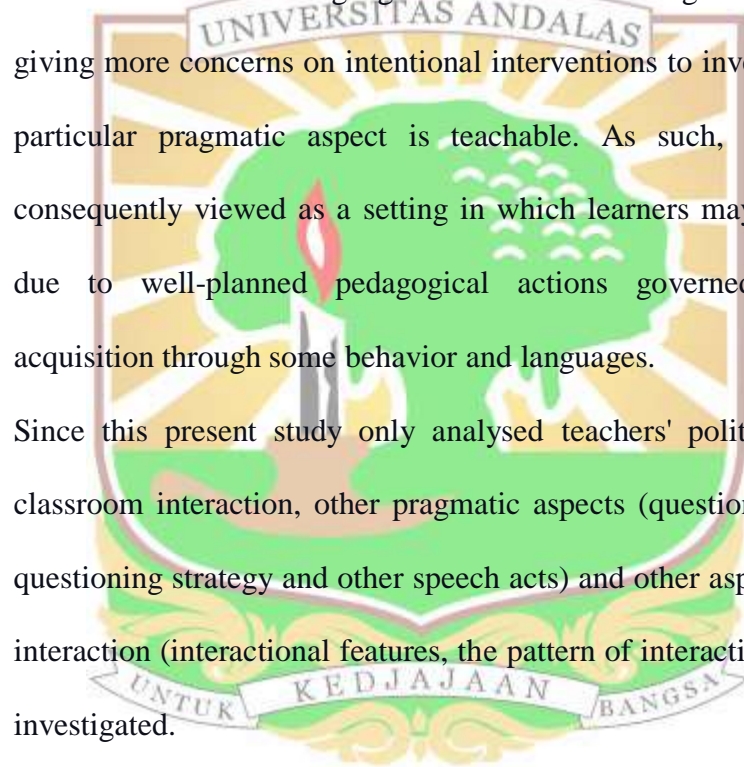
All the review from these studies is essential to a researcher in writing this thesis. The first study by David Matley enlightened how to analyze politeness based on positive politeness that could change from negative politeness to impoliteness. This would bring researchers to pay more attention to the politeness faces of advertisements posted on social media, rather than just focusing on politeness markers themselves, so that the aim of this research could be reached.

Another good idea for this research comes from Navari Safoora. This study help researcher to analyze the chosen advertisements to be compared or contrasted in terms of culture. These cultural terms disclose the psychological approach that would attract consumers through published advertisements, closely related to the persuasive discourse theory. Lastly, the study from Basthomi Yazid helps the researcher differentiate the excellent examples of politeness markers. This study shows that politeness has its expressions considered by social status, rank, gender, and intimacy. These kinds of levels could be applied to the politeness markers in advertisements.

1.4 Research Question

Along with this research, this research will answer two questions regarding the research topic, they are:

1. What type of politeness markers in skincare advertisements are if it is analyzed with politeness strategies theory by Brown and Levinson (1987)?

2. How politeness markers could differentiate consumers reactions based on persuasive discourse theory by Lakoff (1982)?

1.5 Objective of the Study

Based on the research questions, this research goal is going to:

1. To explain the proper politeness markers in skincare advertisements if analysed with politeness strategies theory by Brown and Levinson (1987)?

2. To explain the effect of politeness markers by consumers in skincare advertisements based on persuasive discourse theory by Lakoff (1982)?
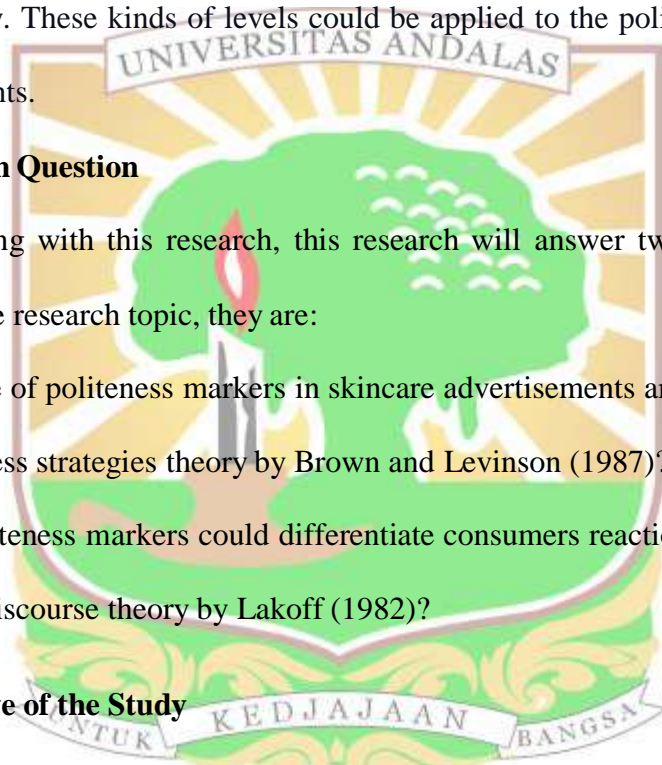
1.6 Scope of the Research

After all the theories that have been reviewed, the scope of this research is pragmatics which focuses on politeness. Politeness consists of many ideas, but the scope of this research is the politeness markers analyzed by politeness strategies. The politeness strategies that will be used for the analysis are by Brown and Levinson (1987). This research is limited to American skincare advertisements posted online on Instagram which are Tatcha and Estee Lauder brands. The population and samples are also limited. It is limited to one social media population, which is Instagram. The data are also limited to 15 skincare advertisements posted by each skincare brand on their Instagram feeds and 38 comments that appears on the posts for consumers reaction purpose.