CHAPTER II

REVIEW OF LITERATURE

Politeness is one of expression that shows the practical application of good manners or etiquette. According to Brown and Levinson, politeness is one of the most important symbolic values to be socialized in our daily encounters as all cultures value politeness. Leech in his book, Principles of Pragmatics, defines politeness as those forms of behavior which are aimed at the establishment and maintenance of comity (1983; 175). The effort of avoiding conflict is represented as a conscious strategy of a person being polite. Politeness is one of the strategies for human being in avoidance friction while speaking or communicating one to each other, individual to group, group to group and so on. If politeness is behavior which aims to establish and maintain comity, this must means that people evaluate other forms of behavior subverting those aims.

Speech is one way communication, in which the focus is on the speaker or the orator because the speaker is the source of information as the centre of attention. Different with common communication, in speech there is no direct response from the listener. In giving speech, someone needs to be polite to others, in this case to the listener, because politeness also one thing that must be given attention in order to give a good speech. That’s why it is interesting to analyze the politeness of speech of someone. In analyzing it, the writer needs some theories to support and to make easy to analyze it. Here are some theories that needed:

2.1 Pragmatics
Pragmatics is the branch of linguistics which study about language and the context. Its study more concern with what speaker means rather than what the word or the sentence means. It is about the study of language users to match his or her idea with the context that formulated in appropriate sentences.

There are some definitions of pragmatics: in his book *Pragmatics*, Stephen C. Levinson had collected several pragmatics limitations which are derived from various sources and experts such as below. Pragmatics is the study about relation between language and the context that are basic to an account of language understanding, in another words it is the study about the ability of language user to connect and to match the sentences with the context properly (Levinson, 1980; 1-27). According to Jean Stilwell Peccei, in his book *Pragmatics* said that pragmatics concentrates on those aspects of meaning that can not be predicted by linguistic knowledge about the physical and social world.

On the other hand, according to David Crystal in his book *A Dictionary of Linguistics* (1980, 373) said that politeness is a term which characterizes linguistic features mediating norms of social behavior, in relation to such notions as courtesy, rapport, deference and distance. Such features include the use of special discourse markers (please), appropriate tones of voice and acceptable forms of address (e.g. the choice of intimate v. distant pronouns or of first v. last names).

Yule (1996) describes about the definitions of pragmatics as following:

a) Pragmatics is the study of speaker meaning. It means that pragmatics concerned with the study of meaning as communicated by speaker (writer) and interpreted by listener (reader).
b) Pragmatics is the study of contextual meaning. It involves the interpretation in a particular context and how the context influences what is said. The speaker should pay attention on with who he or she is talking to, where, when, and under what circumstances.

c) Pragmatics is the study of how more gets communicated than is said. This determines how listeners (readers) can get the point or the speaker’s hidden meaning, intended meaning although it is unsaid. So, it refers to how a great deal of what is unsaid is considered as a part of what is communicated. It is such an unpredictable probability that may happen when people listen or read the information, and so on.

d) Pragmatics is the study of the expression of relative distance. It is about the closeness or distance between the speaker and the listener, whether it is physical, social, or conceptual, implies shared experience.

From the explanation of pragmatics above, pragmatics is about meaning and context in a communication. Context is the situation, circumstances in communication.

2.2 Speech Act

Speech act is one of essences in pragmatics. Speech act is concerned with speaker’s intention and are defined by the purpose for which the speaker use the language. Speech act shows what is said through speaker’s utterances effect the listener. Because people do not only produce utterances containing grammatical structures and words but they also perform actions via those utterances. So simply said, actions performed via utterances are generally called speech act. There are three aspects of speech act, namely:
1. Locutionary act: doing an act to say something which is the basic act of an utterance.

2. Illocutionary act: doing an act or the performance of an act in saying something. The function of an utterance is in speaker’s mind or the communicative force of an utterance, for example: informing, asking, warning.

3. Perlocutionary act: doing an act by saying something. The effect of speaker’s utterance cause the listeners perform an action. It is not must be uttered, but makes the listeners perform an action, so it tends to change minds. For example: persuading, inspiring, and so on.

There are five classifications of speech act that stated by Searle (in Collinge, 1990;179), there are assertives, directives, commissives, expressive, and declaratives.

2.2.1 Assertives

Assertives is that speakers represent external reality by making their words fit the world as they believe it to be, for example: stating, describing, and affirming, claiming, claiming, announcing, reporting.

For example: The weather is good.

2.2.2 Directives
Directives is that speakers direct hearers to perform some future act which will make the world fit the speaker’s words. Directives is speech act whose main purpose consists in causing the person addressed to undertake a particular activity, such as ordering, requesting, demanding, begging.

For example: Open your book!

Keep silent please!

### 2.2.3 Commissives

Commissives is a speech act that meant to commit a speaker to some future course of action, expressed in the propositional content or proposition of the act. In here, speakers commit themselves to a future act which will make the world fit their words such as promising, vowing, threatening, and offering.

For example: I will fix the problem in a week, I promise you.

### 2.2.4 Declaratives

Declaratives is a speech act which, if successfully performed, results in the realization of the propositional content or proposition of the uttered sentence as a conventional consequence of its merely having been uttered such as naming a ship, resigning, sentencing, dismissing, excommunicating.

For example: The meeting is now in session.
2.2.5 Expressive

Expressive is a speech act which is focusing on representing the speaker’s feeling. In here, speakers express their feelings by making their words fit their internal psychological world such as thanking, apologizing, appreciating, congratulating, and so on.

For example: Congratulations on your graduation.

I’m really sorry about it.

2.3 Politeness Theories

Politeness is an important thing in pragmatics. Politeness is a strategy for creating a very well way in communication such to minimize the probability of conflicts among the communication, politeness tries to create harmony in social interaction through language both in interpersonal relations and in community or group relations. According to Yule (1996, 60), politeness, in an interaction, can then be defined as the means employed to show awareness of another person’s face. So, in this sense, politeness can be accomplished in situations of social distance or closeness. As different definition of politeness, there are some linguists interpret politeness in different ways. Some theories of politeness will be shown as follow.

1. Robin Lakoff’s Theory

Lakoff (1973) as quoted by Rahardi (2008: 70), stated that there are three determinations to be considered polite in communicating, they are formality scale, hesitancy scale, and equality scale.
a) Formality Scale

In this scale is stated that the utterance of the language users should not have any sense of forcing and arrogance in order to make all of the language users feel comfort in communicating activity. In communicating, every language users have to keep their formality and keep the reasonable distance and as natural as possible in speaking one ach other.

Example: “Excuse me, could you open the door, please?”

b) Hesitancy Scale

Hesitancy scale is also called as optionality scale. This scale shows that in order the speaker and the listener feel comfort during communicating both of sides, speaker and listener have to give some options of speaking. Language users are not allowed to be too clumsy and too erect in communicating because it will be considered impolite.

Example: “If you don’t mind, please bring this suitcase into my room!”

c) Equality Scale

In this scale is stated that to be able polite, one should be generous and be intimate with others which means that one should consider that others are his or her friend, so between the speaker and the listeners are equal or make the listeners feel well.

Example: “Just feel at home, buddy”.

2. Grice’s Theory
Grice said that politeness can be realized if there is cooperation between the speaker and the addresses. According to Grice as quoted by Rahardi (2008, 52) said that politeness can be applied in cooperative principle that is divided into four maxims, they are:

a) Maxim of quantity, in which our contribution is as informative as required in communicating and do not add or less it, not more informative.

Example: The flower is red.

b) Maxim of quality, in which our statement is true and objective and we should say only what we believe to be true with adequate evidence to support it.

Example: A: Who are the victims of the accident?

B: One of them is my cousin, I saw it yesterday by my own self.

c) Maxim of relevance, in which our conversational contribution relevant to the purposes of conversation.

Example: He is on meeting now, it is better to call him later.

d) Maxim of manner, in which in communicating, we should avoid the obscurity expression and ambiguity, should present our contributions in an orderly manner and be brief but clear enough.

Example: A: What do you think about our country now?

B: Oh, come on, our state is in unstable now.

3. Brown & Levinson Theory

Brown and Levinson (1987) as quoted by Peccei (1999, 64), in their analysis said that politeness involves us showing an awareness of other’s people face wants. Face
refers to our public self-image that is close related with politeness. There are three aspects to this self image.

a) Positive Politeness

Positive politeness orients to preserving the positive face of other people. When we use positive politeness we use speech strategies that emphasize our solidarity with the listener, such as informal pronunciation, nicknames, and the requests which are less indirect.

Example: - You look pale. Can I do anything?
- I will just call if you aren’t disturbed.

b) Negative Politeness

Negative politeness orients to preserving the negative face of other people. This is much more likely if there is a social distance between the speaker and listener. When we use negative politeness, we use speech strategies that emphasize our deference for the listener. Nicknames, slang tend to be avoided and the requests are more indirect and impersonal.

Example: - It’s pretty good value, but the service could have been less comfort.
- I’m sorry. Maybe, your perception about it is not too keen.

c) Off-record Politeness (Indirect)
Off-record politeness is the indirect way of stating our idea, but the other can act as if the statements have not been ever heard. The strategy is implying alike.

Example: - Uh, I forgot to bring my ruler.

From the example, we can see that actually the speaker wanted to borrow the listener’s ruler and it would be nice if the listener would lend his or her ruler without directly asking from the speaker to the listener to do so.

2.4 Politeness Principles

Politeness principles are sequence of maxims or rules in measuring politeness in communicating which is proposed by Leech. Leech analyzed politeness by the use of politeness principles in communication. By applying politeness principles, there will be mutual understanding among the language users that makes the communicators feel well while communicating since politeness as forms of behavior which are aimed to establish and to maintain comity. So, politeness is one important thing in human’s effort to interact and to live in harmony.

Politeness, for interpersonal problem, only a few can be realized by Grice’s cooperative principle, and finally in practice, the use of politeness principle is considered more effective. Politeness principle which is considered as the most complete, sharpest, and the most comprehensive one until now is that politeness principle that has been proposed by Leech (1983)
as quoted by Rahardi in his book (2005, 59) as put in six maxims, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

2.4.1 Tact Maxim

In this maxim, the speaker always keeps principles in his mind to minimize cost to other and maximize benefit to other in communicating (Rahardi, 2005; 60). One who holds this principle is called a polite man. If someone clings to this maxim, he will be able to avoid an impression of envy, obstinacy, and other impolite attitudes to the listener or the addresses in speaking, and also avoiding the probability of hurt to addresses. In other words, according to this maxim, politeness in communicating can be realized if tact maxim is done well.

For example: Jane : Please take a seat, madam!
A woman : Oh, thank you.

Indexal information:
The conversation takes place in a bus, and there is no more seat to the woman. Jane sees it and move from her seat and pleases the woman to take a seat, then she stands to change the woman.

From the example above, we can see clearly that what has been uttered by the girl, Jane is really beneficial to the woman and loss her own benefit. She loses her seat.

2.4.2 Generosity Maxim

This maxim teaches us as the speaker to minimize benefit to ourselves and maximize cost to self (Rahardi, 2005; 61). With this generosity maxim, language users are expected to respect
others. Respectfulness to others will happen if someone can lessen the benefits to his or her self and maximize the benefits to other people or in this case the addresses.

For example: A: Let me clean your kitchen, I have finished mine. Just go taking a bath.

B: Oh, you don’t need to. Thanks so much dear, but I will do it late afternoon.

Indexal Information:
The conversation happens in a boarding house, the first speaker wanted to help B to clean her kitchen, but B refuse it because she will do it later by her self.

From the example above, can be clearly seen that the first speaker tries to maximize the benefit for the second speaker, B, by increasing burdens for her own self. She did it by offering help to clean B’s kitchen.

2.4.3 Approbation Maxim

In this approbation maxim is explained that people will be considered polite if in his or her speaking, he always tries give a sort of appreciation to other people (Rahardi, 2005; 62). The principle is minimizing dispraise and maximizing praise of other. With this maxim, it is expected to all of the language users not to mock one each other in communicating, not to despise, and not to look down the other people in speaking. The speaker who often mocks others in speaking is called as an impolite people because mocking is a less appropriate attitude and impressed that the speaker does not appreciate others, therefore it should be avoid in speaking.

For example: David : Jack, I’ve been fluent in reading subject.
Jack : Oh, I see. You read well and more fluent than before. I heard it from here. Excellent!

Indexical Information:
The conversation is taking place in a home, in which the first speaker, David aged seven years old happily told to his friend that his fluency in reading subject is progress and his friend, Jack approve and appreciate it well and give a compliment to his friend, David.

From the example above, we can see that the statement which is told by David to his friend, Jack is responded very well by his friend, even followed by giving a compliment to David. In so doing, in the conversation, Jack is acting polite to his friend, David by giving him a compliment.

2.4.4 Modesty Maxim

Modesty maxim is also known as a simplicity maxim. In this maxim, the language users are expected to be able to act modestly and humble by minimizing praise of self and maximizing dispraise of self (Rahardi, 2005; 64). People will be considered as an arrogant and extremely proud if in communicating activity he always praise and prioritize his own self.

For example: Mother : Fany, you will sing a song in your brother’s wedding party tomorrow.

Fany : Ok mom, but my voice is bad mom.

From the example above, we can see that Fany said that her voice is bad, but actually she has a beautiful voice and she is a talented singer. In this case, she has minimized praise of herself and the contrary, maximized dispraise of herself.
2.4.5. Agreement Maxim

There are two principles in this agreement maxim, namely minimize disagreement between self and other. Maximize agreement between self and other. This maxim emphasizes on suitability and an agreement among the language users in communicating. If there is an agreement and the suitability between the speaker and the addressee in communicating, each of them is considered act politely one each other, for example not to tackle or interrupt while someone is talking (Rahardi, 2005; 64).

For example: A : I think this place is a right one to have a relax and enjoy the serenity of nature.

B : You’re right. This place is special one for me. Once I felt tired about my routine activity, I always came to this place to have a relax.

2.4.6 Sympathy Maxim

In sympathy maxim is stated two principles: minimize antipathy between self and other; maximize sympathy between self and other (Rahardi, 2005; 65). Antipathy attitude to others will be considered as impolite in society, such as cynical attitude to others. And vice versa, our sympathy to others will show our politeness in speaking too. The sympathy to others is often shown by smiling, head-nodding, and so on. In addition, sympathy maxim also can be shown by knowing the man’s feeling about something.
For example: Mona: Des, I lost my laptop two days ago.

Desi : Oh my God.. I’m really sorry to hear that Mon.

In politeness principle proposed by Leech, Leech interpreted some points which are called as politeness scale. Politeness scale aims to determine politeness principle applied in communicating activity. There are five politeness scales, they are:

1) Cost - benefit scale => Representing the cost or benefit of an act to speaker and listener, refers to how big the benefit and the cost that have been caused by speech act in speaking.

2) Optionality scale => Indicating the degree of choice permitted to speaker and/ or listener by a specific linguistic act. The more option given by speaker in speaking, the more polite the speech is.

3) Indirectness scale => indicating the amount of inference required of the listener in order to establish the intended speaker meaning. The more indirect the speech, the more polite the speech is.

4) Authority scale => representing the status relationship between speaker and the listener.

5) Social distance scale => indicating the degree of familiarity between speaker and the listener.

2.5 Speech

According to Cangara (2005; 27), Speech is the act of speaking, expression or communication of thoughts and feelings by spoken words, the study of theory and practice of
oral expression and communication. In this case, speech is a formal talk or address given to the audience face to face, one way communication in which the speaker becomes the centre of attention and the source of information because the interaction between the speaker and the audience is very limited, so the feedback from the audience is very limited too. Speech is consisting four parts according to theory of horse, they are exordium, protesis, argumenta, and conclusio.

**Exordium** is called an introduction of speech, which its function is as a delivery to the main topics of the problem that will be discussed and as a way to prepare audience’s mental (mental preparation). An introduction should be interesting, to the point, and not too long. The goal of exordium part is to arise the audience’s attention and interest in listening the speech.

**Protesis,** if it is applied in the body of a horse, protesis is illustrated as its back. In this part, the main topic is displayed first by explaining the background of the problems.

**Argumenta** as it is applied in theory of horse, is illustrated as its abdomen. As the back and the abdomen are in the body of a horse, so are in the concept of speech. Actually protesis and argumenta cannot be separated, both of them are related unity. Argumenta is the reasons that support all things that have been stated in protesis part. In the body; protesis and argumenta speak about each point in detail by giving some evidences or information will be needed to support the main points.

**Conclusio** is the end part of a speech, as the conclusion of all preceding explanations. In concluding the speech, there will be stressing point such as an important or key point or justification from the whole content of the speech.
2.6 Biography of Barack Obama

Obama’s life as written by Holid in his book, “Barack Hussein Obama, Kandidat Presiden Amerika (2007), United State Senator (Ret) Barrack Obama, popularly known as Obama, was born in Honolulu, Hawaii, on 4th August 1961. He graduated from Columbia University and Harvard Law School, where he was the first president of Harvard Law Review. He was a community organizer in Chicago before earning his law degree. He worked as a civil rights attorney in Chicago and taught Constitutional Law at the University of Chicago Law School from 1992 to 2004. He served three terms representing the 13th District in the Illinois Senate from 1997 to 2004. Obama is the 44th and current President of United States. And he is the first-ever African American becomes a president in United States. He is loved by many people when he was in campaign. Obama previously served as a United States Senator from Illinois, from January 2005 until he resigned following his victory in the 2008 presidential election.

Obama’s mother, Stanley Ann Dunham, was born in Wichita, Kansas and was of English and Irish descent. His father, Barack Obama, Sr., was from Nyang'oma Kogelo, Nyanza Province, Kenya. Obama's parents met in 1960 in a Russian language class at the University of Hawaii at Mānoa, where his father was a foreign student on scholarship. The couple married on February 2nd, 1961 separated when Obama Sr. went to Harvard University on scholarship, and divorced in 1964. Obama Sr. remarried and returned to Kenya, visiting Barack in Hawaii only once, in 1971. He died in an automobile accident in 1982. After her divorce, Dunham married Indonesian student Lolo Soetoro, who was attending college in Hawaii. When Suharto, a military leader in Soetoro's home country, came to power in 1967, all Indonesian students studying abroad were recalled, and the family moved to the Menteng neighborhood of Jakarta. From ages
six to ten, Obama attended local schools in Jakarta, including Besuki Public School and St. Francis of Assisi School.

Because of his childhood background, today Obama is quite popular in Indonesia. In 1971, Obama returned to Honolulu to live with his maternal grandparents, Madelyn and Stanley Armour Dunham, and with the aid of a scholarship he attended Punahou School, a private college preparatory school, from the fifth grade until his graduation from high school in 1979. Obama's mother returned to Hawaii in 1972, remaining there until 1977 when she went back to Indonesia to work as an anthropological field worker. She finally returned to Hawaii in 1994 and lived there for one year, before dying of ovarian cancer.

Of his early childhood, Obama recalled, "That my father looked nothing like the people around me—that he was black as pitch, my mother white as milk—barely registered in my mind." He described his struggles as a young adult to reconcile social perceptions of his multiracial heritage. Reflecting later on his formative years in Honolulu, Obama wrote: "The opportunity that Hawaii offered—to experience a variety of cultures in a climate of mutual respect—became an integral part of my world view, and a basis for the values that I hold most dear." Obama has also written and talked about using alcohol, marijuana and cocaine during his teenage years to "push questions of who I was out of my mind." At the 2008 Civil Forum on the Presidency, Obama identified his high-school drug use as a great moral failure.

Following high school, Obama moved to Los Angeles in 1979 to attend Occidental College. In February 1981, he made his first public speech, calling for Occidental's disinvestment from South Africa due to its policy of apartheid. In mid-1981, Obama traveled to Indonesia to visit his mother and sister Maya, and visited the families of college friends in Pakistan and India for three weeks. Later in 1981, he transferred to Columbia University in New
York City, where he majored in political science with a specialty in international relations and graduated with a Bachelor of Arts in 1983. He worked for a year at the Business International Corporation, then at the New York Public Interest Research Group.

Following an unsuccessful bid against the Democratic incumbent for a seat in the United States House of Representatives in 2000, Obama ran for the United States Senate in 2004. Several events brought him to national attention during the campaign, including his victory in the March 2004 Illinois Democratic primary for the Senate election and his keynote address at the Democratic National Convention in July 2004. He won election to the U.S. Senate in Illinois in November 2004. His presidential campaign began in February 2007, and after a close campaign in the 2008 Democratic Party presidential primaries against Hillary Rodham Clinton, he won his party's nomination. In the 2008 presidential election, he defeated Republican nominee John McCain, and was inaugurated as president on January 20, 2009. In October 2009, Obama was named the 2009 Nobel Peace Prize laureate.

As president, Obama signed economic stimulus legislation in the form of the American Recovery and Reinvestment Act in 2009 and the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act in 2010. Other domestic policy initiatives include the Patient Protection and Affordable Care Act, the Dodd–Frank Wall Street Reform and Consumer Protection Act, the Don't Ask, Don't Tell Repeal Act and the Budget Control Act of 2011. In foreign policy, he gradually withdrew combat troops from Iraq and announced that all troops would be home by the end of 2011, increased troop levels in Afghanistan, signed the New START arms control treaty with Russia, ordered enforcement of the UN-sanctioned no-fly zone
over Libya, and ordered the military operation that resulted in the death of Osama bin Laden. In April 2011, Obama declared his intention to seek re-election in the 2012 presidential election.

Obama held assignments on the Senate Committees for Foreign Relations, Environment and Public Works and Veterans' Affairs through December 2006. In January 2007, he left the Environment and Public Works committee and took additional assignments with Health, Education, Labor and Pensions and Homeland Security and Governmental Affairs. He also became Chairman of the Senate's subcommittee on European Affairs. As a member of the Senate Foreign Relations Committee, Obama made official trips to Eastern Europe, the Middle East, Central Asia and Africa. He met with Mahmoud Abbas before Abbas became President of the Palestinian Authority, and gave a speech at the University of Nairobi condemning corruption within the Kenyan government.

Obama is a keen reader and has written a number of books, some of them are: The State of Black America, Dreams from My Father, The Audacity of Hope, Change We Can Believe In, and so on. President Obama is married to Madam Michelle Obama, who is blessed with two daughters. The oldest is Malia and the youngest is Sasha. That is the story of Obama’s life, which was taken from the internet (http://en.wikipedia.org/wiki/Barack_Obama).