CHAPTER I

INTRODUCTION

The present study investigates the realizations of Aziz's Principle **of** Mutual Consideration (PMC) (2000) and its relation to the presence of three-levels of politeness. The study aims to evaluate the manifestation of PMC's cause and effect logic. This chapter consists of five sections which include background (1.1), statements of problem (1.2), aims of the study (1.3), research method (1.4) and organization of paper (1.5).

1.1 Background

Human-beings are social creatures that have the need to communicate with others. Communication is defined as a process by which we assign and convey meanings in an attempt to create shared understanding, both the speaker and hearer should hold to general rules or principles. An often used principle to achieve this is politeness.

Leech (1983: 15) defines politeness as "a form of behavior that establishes and maintains comity", that is, "the ability of participants in a social interaction to engage in interaction in an atmosphere of relative harmony". In many ways, politeness theory has been developed time by time.

There are language researchers who have been interested in politeness phenomena, such as Goffman (1967), Brown and Levinson (1978;1987), Grice (1975), and Leech (1983). Firstly Goffman came up with his *concept of face* derived from Chinese culture K'ung Fu Tzu (± 2500 SM) that stand on social harmony only. It leads Brown and Levinson (1978;1987) to propose a

new concept about face. They came with the strategies to minimize *face-threatening acts (FTAs)* which refers to individual freedom. Unfortunately, two preceding language researchers only focus on speaker or hearer (social or individual) . As a result Grice (1975) describes his *Cooperative Principles (CP)* as a characteristic of such cooperative communication between speaker and hearer, but its maxims are too rigid. Furthermore, Leech (1983) describes Grice's CP in more detail which was formulated in what he calls *Politeness Principle (PP)*. PP is treated as tautological principles because of its repetition. Chalenging this idea, Aziz then proposed a new horizon in looking into the phenomena of politeness realizations; namely Principle of Mutual Consideration (PMC) which consist of four sub-principles: i.e. harm and favor potential, shared-feeling, prima-facie, and continuity principle that should be observed by speaker and hearer. Rather than formulated as a tautology, this theory is described in a cause and effect model.

PMC is chosen as framework because politeness in oral communication should be realized in order to create harmony as suggested in PMC itself. Four sub-principles in PMC are grasped into a cause and effect logic. It means that speaker will automatically observe all four sub-principles when he/she has the intention to favor the hearer or he has good outset toward hearer. Beside that, PMC assumes that there are three-levels of politeness in communication: pre-event , on-the-spot, and post-event politeness. Those three levels of politeness are aimed to maintain a good relationship between speaker and hearer under language exchange or cross-cultural communication. In a nutshell, PMC tells people how to manage a conflict in a communication to achieve social harmony, individual freedom, and Godlines contentment. In determining which sub-principles has been observed or not, PMC cannot stand alone as it assumes analysis of other linguistic aspects, including speech act analysis, implicature, or presupposition.

Presupposition analysis is used in the present study in order to investigate what sub-principles are observed by speaker or hearer through utterances since it is a way to reveal what meaning behind each utterance. According to Yule (1996:25) "presupposition is something the speaker assumes to be the case prior to making an utterance". The PMC and presupposition analysis can be combined in oral-communication likewise in an interview.

The interview between an Indonesian Journalist and the President of the United States America has attracted the researcher because the interview involved two people in two different cultures, social status, and power . Beside that, the President of the USA once lived in Indonesia during 1967 and Putra Nababan is the first Indonesian journalist who had the opportunity to conduct an interview with the President of USA in a face-to-face interaction. Thus, it can be a representation of communication of different cultures. The interview was conducted on 23rd of March 2010 at the White House. It was mainly intended to clarify the news around the postponement of his trip to Indonesia.

Previous studies by using politeness theory have been conducted in many years. Khalimatus (2005) applied politeness theory proposed by Brown and Levinson (1987) in social media "Internet Relay Chat" (IRC). She found that most people/chatters tend to use bald-on-record in their chatting.

Next, Holtgraves and Yang (1990,1992) extends the validity of Brown and Levinson's politeness theory by investigating the non-linguistic aspects of politeness in two cultures. The study found that politeness strategies were communicated non-linguistically as well as linguistically and that non-linguistic strategy usage was related to social and contextual factors.

Next, Chen (1993) from California State University investigated politeness strategies of American English Speakers (AES) and Chinese Speakers (CS) used to respond to compliments within the framework of Leech's (1983). The two groups were found to use largely different politeness strategies: the AES's strategies are mostly motivated by Leech's Agreement maxims, whereas the CS's strategies are motivated by his Modesty Maxim. This difference is then related to differences of social values between the two cultures, particularly in their respective beliefs about what constitutes self-image.

Since there is no study about politeness within framework of Principle of Mutual Consideration (PMC), in this present study, the researcher tries to investigate what sub-principles of PMC are observed by interviewer and interviewee as well as how those observances relate to the presence of three levels of politeness. All those things are grasped in Principles of Mutual Consideration (PMC) proposed by Aziz (2000) through presupposition analysis.

1.2 Statements of Problem

Based on the background that has been mentioned, the issues of the study are formulated as follows:

1) What sub-principles of PMC are observed by the Indonesian Journalist when interviewing President of United States America?
2) What sub-principles of PMC are observed by President of USA when responding to the questions from Indonesian Journalist?
3) How were the three levels of politeness in PMC observed by the Indonesian Journalist and President of USA?

1.3 Aims of Study

Related to three main problems above, there are three specific aims that appear in this study, namely:

a) Revealing what Indonesian Journalist and United States' President presupposed by their utterances during the interview.

b) Examining sub-principles of PMC that were observed in the interview between Indonesian Journalist and United States' President.

c) Investigating relationship between Principle of Mutual Consideration (PMC) and three-levels of politeness; *Pre-Event, On-the-Spot, and Post-Event Politeness.*

1.4 Research Method

The research design of this study was descriptive qualitative. The researcher tried to report and describes the data of the information in detail as the way the things are.

Generally, the study applied pragmatics framework. One framework that has been chosen for the study is Principle of Mutual Coonsideration (PMC) as proposed by Aziz (2000). It is chosen because it is a principle which provides causality mechanism through four sub-principles in three-levels of politeness and PMC is proposed to achieve three dimensions: i.e. social harmony, individual freedom, and Godlines contentment.

The data, in the form of transcipt of interview as a text, were retrieved from website of RCTI at www.rcti.tv. The interview was chosen because it is such a phenomenon interview when the first Indonesian's Journalist was able to conduct an interview with the United States' President. After that, the transcript was divided into three parts by order of opening, main, and closing and it was chuncked into utterances. The researcher chose opening part only because

there are too many utterances and it has connection to the main topic of the interview to confirm the pospontment President Obama's visit to Indonesia.

The method was conducted through three steps. The first was the analysis of presuppositions which identify meaning of each utterance both of interviewee and interviewer. The second one was the classifying to the observance of PMC's sub-principles which was looked from presupposition analysis. The last step was identifying the relation of those sub-principles that have been observed to the three levels of politeness; pre-event, on-the spot, and post-event politeness.

1.5 Organization of Paper

The study consists of five sections. The first section is *Introduction* which provides the background of the study. The second is *Literature Review* which explains the history of the theory and states super quality for chosen theory in the study. The third is *Methodology* which tells about how the researcher conducts the study. The fourth is *Finding and Discussion* which shows the findings and discussion in order to find answer for three main problems of the study. The last is *Conclusion and Suggestion* which concludes the result of the study and gives some suggestions for next researcher endeavors.

1.6 Concluding Remarks

This chapter has provided five sections which includes background of the study, statements of problem, aims of the study, methodology, and organization of the paper . The literature reviews that are related to the study will be discussed within the next section.