

Proceeding of the 1<sup>st</sup> ELITE Conference  
Vol. I: On Linguistics and Literature

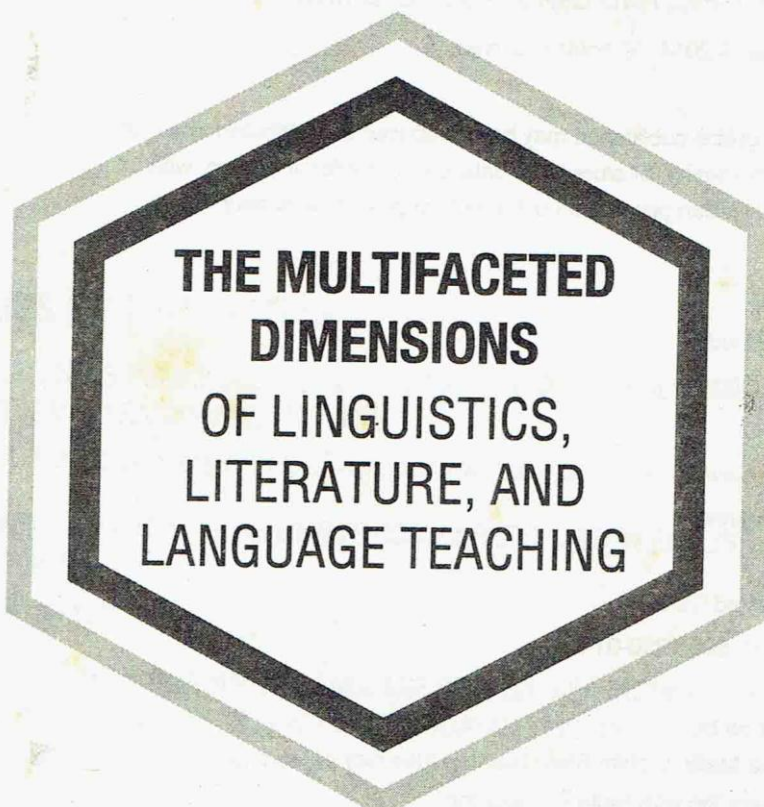
# THE MULTIFACETED DIMENSIONS OF LINGUISTICS, LITERATURE, AND LANGUAGE TEACHING

Editors:  
Miftahul Huda  
Ahmad Ghazi

Published by:  
Maulana Malik Ibrahim State Islamic University of Malang  
in cooperation with Naila Pustaka Inc.



Proceeding of the 1<sup>st</sup> ELITE Conference  
Vol. I: On Linguistics and Literature



**THE MULTIFACETED  
DIMENSIONS  
OF LINGUISTICS,  
LITERATURE, AND  
LANGUAGE TEACHING**

Editors:  
Miftahul Huda  
Ahmad Khozi



Published by:  
Maulana Malik Ibrahim State Islamic University of Malang  
in cooperation with Naila Pustaka Inc.

Proceeding of the 1<sup>st</sup> ELITE Conference  
Vol. I: On Linguistics and Literature  
**THE MULTIFACETED DIMENSIONS OF LINGUISTICS,  
LITERATURE, AND LANGUAGE TEACHING**

Copyright © 2014. All rights reserved.

No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher and the writers.

**Editors:**

Miftahul Huda  
Ahmad Ghazi

**Design Cover:**

Robait Usman

First printed 2014

ISBN 976-602-1290-01-9

**Published by:**

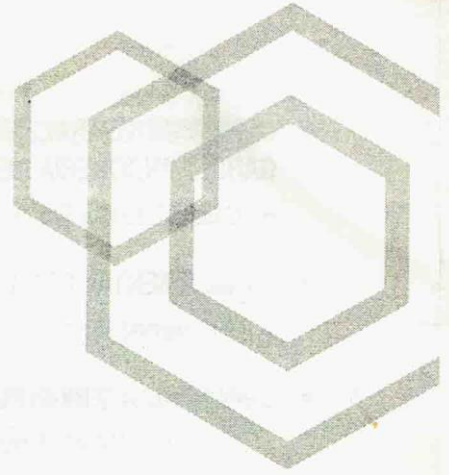
Maulana Malik Ibrahim State Islamic University of Malang  
in cooperation with Naila Pustaka Inc.

**Printed in:**

Naila Pustaka  
Jl. Kemutug 32 Ring Road Selatan  
Banguntapan – Bantul Yogyakarta 55191  
Hp: 081 555 788 548  
email: [naila.pustaka@gmail.com](mailto:naila.pustaka@gmail.com)

# TABLE OF CONTENTS

(Vol. I)



## ISSUES ON LINGUISTICS

- POLITENESS PRINCIPLES IN THE INTERACTION AMONG BALINESE WOMEN IN TRADITIONAL MARKETS  
» *A. A. Ayu Dian Andriyani , I Gusti Agung Sri Rwa Jayantini ~ 3*
- CONFLICT AVOIDANCE AS LINGUISTICALLY REFLECTED IN ENGLISH AND JAVANESE  
» *Adnan Zaid ~ 19*
- CODE MIXING OF JAVANESE LANGUAGE INTO BAHASA INDONESIA IN FRIDAY PRAYER SPEECH IN MIFTAHUL HIDAYAH MOSQUE  
» *Afif Ikhwanul Muslimin ~ 26*
- UCUP KELIK'S PLESETAN: THE STUDY OF TWISTING LINGUISTIC AMBIGUITY IN ORAL VERBAL HUMOR ON TELEVISION  
» *Aulia Luqman Aziz ~ 42*
- TRANSITIVITY ANALYSIS TO UNCOVER IDEOLOGIES IN NEWSPAPER HEADLINES  
» *Davy Budiono ~ 56*
- SOME FEATURES IN ENGLISH AND ARABIC PHONOLOGY  
» *Dedi Sulaeman ~ 72*

- **COMPARATIVE ANALYSIS OF REGISTER IN THE ADVERTISEMENT OF GARUDA INDONESIA AIRLINE AND MIE SEDAAP CUP**  
» *Desak Putu Eka Pratiwi, Putu Chrisma Dewi ~ 84*
- **PRASEGMENTAL FEATURES OF REQUEST EXPRESSION**  
» *Diah Ikawati Ayuningtias ~ 98*
- **COINAGE USED BY INDONESIA CORRUPTORS**  
» *Dwi Astuti Wahyu Nurhayati ~ 105*
- **NON-OBSERVANCE OF COOPERATIVE PRINCIPLES IN ENGLISH COMIC STRIP "THE ADVENTURE OF TINTIN"**  
» *Edi Sunjayanto Masykuri ~ 118*
- **GRAMMATICAL INTERFERENCE FOUND IN THE ENGLISH DEPARTMENTS STUDENTS' WRITING: INDONESIAN TO ENGLISH GRAMMAR**  
» *Hermawati Syarif ~ 125*
- **LANGUAGE POLITENESS IN ENGLISH LANGUAGE TEACHING**  
» *Huriyah ~ 135*
- **THE DISTRIBUTION OF INFIX -AR- IN WRITTEN SUNDANESE**  
» *I'an Fauziah, Maulidya Rachmawati Nur ~ 148*
- **THE USE OF ACTIVE AND PASSIVE VOICE CONSTRUCTIONS TO REVEAL STANCE: CORPUS-BASED STUDY ON ENGLISH DEPARTMENT STUDENTS' ACADEMIC WRITING**  
» *Ida Ayu Shitadevi, Nurenzia Yanuar ~ 161*
- **NEGATION PREFIXES IN ENGLISH: A STUDY OF MORPHOLOGY AND SEMANTICS**  
» *Jauhar Helmi ~ 170*
- **GENDER TYPICAL ASSESSMENT AS REFLECTED IN ENGLISH NOUN INVENTORY**  
» *Jiah Fauziah, Sri Isnani Setyaningsih, & Ulyati Retnosari ~ 183*

# LANGUAGE POLITENESS IN ENGLISH LANGUAGE TEACHING

*Huriyah*

IAIN Syekh Nurjati Cirebon

---

## **A. Introduction**

Language is integral part, total configuration from habit and result of social interaction. Its role in the life is extremely, analogy with the role of air (H<sub>2</sub>O). Acceleration of knowledge development and technology is as media to understand and appreciate knowledge and technology.

Language is as a means of human being that changes human from biological creature to become sociocultural creature (Sabarti Akhadiyah, 1999). Language can differentiate human from animal. Through language, human communication expresses his/her feelings, explains the knowledge and its accumulation, creates the beauty through literature, transfer of the knowledge from generation to generation.

Language is a tool for communication that enabling human to be able to think abstractly, systematically and regularly. There is a unique of human if we compare with other creature. Through language, human can think at the higher and difficult level until human is able to know the natural secret, subdue the nature, compose the knowledge and develop culture.

The life of human being wherever and whenever he/she lives, he/she must absolutely communicate with each other in order to fulfil his/her needs. In communication, more particularly in doing conversation or interaction with other people who have different culture, he/she should pay attention to the language politeness with looking at a person who speaks and context situation where conversation or interaction is going

on. We must know that language politeness is complex problem in many languages.

## **B. Discussion**

### **1. The Nature of Communication**

One of the language functions is communication or interaction tool. Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior (Webster's New Collegiate Dictionary, 1998).

Based on the definition above, it can be understood that there are three components should be in the process of communication as follows : (1) Communicator, namely communicated information sender and receiver, in the term of sociolinguistics, it is called participant; (2) Communicated information; and a tool that used in communication. The outsider that involved in the process of communication there are two persons or two groups of person, firstly, sender, someone who sends information and secondly, the receiver, someone who receives information. The information will be sent consists of ideas, thought, information or message. while the tool used in the process of communication, it can be symbols, as language, because language is purely human and non-instinctive method of communicating ideas, emotions and desire by means of a voluntary produced sounds and symbols (Edward Sapir in David Crystal, 2000).

A process of communication sometimes can't run well, because there are troubles or interferences. There is no awareness of participant that becomes troubles. The troubles or other interferences, for example: a participant has sense of hearing, noise sound in the place of communication or maybe the listener has weakness in understanding and using the language.

The third component in the process of communication is a tool for communication, namely language. Language is system of arbitrary vocal symbols by a means of people cooperate and interact (Richards and Rogers, 1986)). Based on the tool for communication, there are two kinds

of communication as follows : (1) non verbal communication; and (2) verbal communication or language communication. Non verbal communication is communication uses a tool not a language, for example : lamp, whistle sound, or fire. While verbal communication or language communication is communication uses language as a tool. The language that is used in communication should be the same code and should be understood by speaker or listener.

Language is as a means of communication consists of two aspects, namely linguistic aspect and paralinguistic aspect (Abdul Chaer & Leonie Agustina, 2004). The two aspects "work together in building language communication. Linguistic aspect consists of phonology, morphology and syntax. While paralinguistic aspect consists of utterance quality, the element of supra segmental, namely: stress, pitch, intonation, and distance or body movement, for example: hand movement, nodding of head, and so forth.

Linguistic and paralinguistic aspect have function as a tool for communication together with situation context build certain situation in the process of communication.

## **2. Knowledge of Language Politeness**

Politeness is a strategy of people to be a polite in building a harmony in term of communication. Politeness is one of the communication strategies that emphasizes on how to be polite in words and actions. People usually use politeness in order to maintain and develop their relationship. Watts (2003) stated that politeness instructs the interactions to produce a harmonious instruction socially. If someone wants to make a good conversation, he or she should pay attention to the strategy of politeness. Politeness itself is socially prescribed (Wadhaugh, 1998). People can't have politeness etiquette without become a social member and interact with their social environment.

According to Brown and Levinson (1987) state that politeness strategies are developed in order to save hearer's "face". Face refers to respect that an individual has for him or herself, and maintaining that "self esteem" in public or in private situation. Politeness can be defined as showing awareness of another person's face. Relation to this, politeness can be accomplished in situation of social distance or closeness. Showing awareness for another person's face when the other seems socially distant is often described in terms of respect of difference. Showing the equivalent awareness when the other is socially close is often described in terms of friendliness, solidarity or camaraderie (Yule, 1966).

Meanwhile, being polite is a complicated business in any language (Holmes, 1992). It means that to be polite is difficult because it involves understanding not only knowing the language, but also understanding about social and cultural values of a society.

Based on the meaning of politeness as explained above, it can be understood that politeness is having the characteristics of advanced social and cultural values of the community. When someone be polite, he or she is marked by showing with correct social values usage.

### **3. The View of Maxim Principles**

In doing communication, people may have acquired a good lexical and grammatical command of the language. But, it is impossible for human being to make some violation or offense. Therefore, in the process of communication, people need politeness strategy in order to get a good response from the listeners. Politeness is used by people to make a smooth communication and to build the balance of relationship in a society. In order to make smooth communication, people should pay attention to the principles of maxim. In the book of "Principles of Pragmatics", leech (1983) stated that language politeness should be based on politeness principles that consists of six maxims as follows : (1) the tact maxim; (2) the generosity maxim; (3)the praise maxim; (4) the modesty maxim; (5)the agreement maxim; and (6) the sympathy maxim.

a. The tact maxim

The tact maxim is sometimes called as the wise maxim. The formula is to minimize trusted utterance to another person, and maximize trusted utterance that becomes benefit for another person Profit. the tact maxim has three aspects: (1) minimize cost to another person, it is depending on certain culture, and it is not universal; (2) giving option; (3) the maxim has correlation with profit cost. If something has the profit for speaker, X can be expressed with politeness without uncontinousness, but if X will load on speaker, uncontinousness will be needed.

b. The Generosity Maxim

The formula of this maxim can be explained as follows : (1) minimizing the profit for him or her self, (2) maximizing the profit for another person. Leech stated that in every culture has variation in the level of the application of maxim. There are some cultures consider the maxim of generosity is more important than onother culture.

c. The Praise Maxim

The formula of this maxim as follows : (1) minimizing the criticism towards another person. (2) maximizing the praise to another person. The application of this maxim more respect to another person.

d. The Modesty Maxim

The formula of this maxim as follows : (1)minimizing the praise for him or her self; (2) maximizing criticism towards him/herself according to leech that women are in Japan more interested in this maxim than women in England.

e. The Agreement Maxim

The formula of this maxim as follows: (1) minimizing disagreement between him/herself with another person; (2) minimizing the agreement between him/herself with another person.

f. The Sympathy Maxim

The formula of this maxim as follows: (1) minimizing antipathy between him/herself and another person; (2) maximizing sympathy between him/herself and another person. Relation to this, Leech stated that to measure the level of politeness there are three scales: (1) cost scale (luck – harm); (2) scale of option; and (3) scale of uncontinuousness.

#### 4. The View of Face Notion

The concept of politeness that has big influence is the concept of politeness according to brown and Levinson (1987) relation to this Wardhaugh (1998) stated that face is as description of public self image that every member wants to present him or herself. Brown and Levinson divided a term of face into two kinds, namely positive and negative face.

Positive face refers to the self image, every person has a desire in order to do something, to own something, or to be acknowledged by another person as good something, as enjoyable something or as something should be respected.

Negative face refers to the be self image, every person has a desire to be respected with free to do something or free to allow doing something.

According to brown and Levinson, illocutionary acts can treat another person face and it is called "Face Threatening Acts (FTA). Because there are two sides of threatening face, namely positive face and negative face. So, the politeness also can be divided into two kinds, namely positive politeness and negative politeness.

##### a. Positive politeness

Positive politeness is aimed to satisfy the positive face of the hearer by approving or including him as a friend or as a member of an in group. A speaker applies positive politeness to give an impression that speaker wants what hearer's want, for example by treating him or her as a

member of an in group, a friend, a person whose wants and personality traits are known and liked) or speaker wants at least some of hearer's wants in order to minimize the FTA (Brown and Levinson, 1987).

#### b. Negative Politeness

Negative politeness is also known as respect wherever participant in the social process has need not to be disturbed and to be free. Holmes (1992 : 297) stated in his book "in introduction to Sociolinguistics" that negative politeness pays people respect and avoid introducing on them. Relation to this brown and levinson (1987 : 129) stated that negative politeness is adressive action, adressed to the adressee's negative face, his/her want to have freedom of action unhindered and his attention unimpeded.

### 5. The Strategy for Doing Face Threatening Acts (FTA)

According to Brown and levinson, there are four elements when someone decided to do face threatening acts (FTA) as follows :

a. doing FTA as bald on record: for example whenever the speaker wants to do the FTA with maximum efficiency more than he wants to satisfy the hearer's face as Grice's maxim stated, namely maxim of quality that speak the truth informatively, maxim of quantity that speak informatively; maxim of rerevance that speak relevant; and maxim of manner that means avoid ambiguity (Grice, 1990).

#### b. Doing FTA with using positive politeness

When someone used the strategy means speaker has threatened face, but he or she tried to minimize threatening with paying attention to speaker positive face, namely with the way him or her self. Brown and Levinson (1987) stated that number of the strategy determined a paralel with the principle of politeness as leech stated, i.e., find out the agreement, avoid disagreement, optimistic and giving symphaty.

#### c. Doing FTA with using negative politeness

When someone used this strategy means he or she has threatened speaker face, but he or she showed to the speaker negative face, i.e., Freedom for doing activity or free from force

d. Doing FTA with softener

The softener strategy is used if speaker wants to avoid his or her responsibility because he or she has done FTA. He or she can deny a purpose if his or her face threatened. Through softener strategy, speaker does forced acts, so it will appear some speaker interpretations that may be different with speaker purpose.

### 6. The Principles of Politeness

In a conversation involved speaker and hearer. Leech stated that principles of politeness as follows: firstly, minimizing hard feeling or not polite. Secondly, expressing the utterance that will not lower his or her hearer. Some cases that can disparage hearer as follows:

- a) To force hearer to receive speaker speaking
- b) To pronounce something bad on hearer or something has correlation with hearer
- c) To express happiness if hearer feel sad.
- d) To say directly about this agreement to the hearer or disparage hearer's ideas.
- e) To praise him or herself, take opportunity of another speaker and master all of speaking.

The purpose of politeness principle is to look after relationship with speaker. The relationship means here is social relation, harmony of speaker with hearer, and keep politeness.

Expression also has big influence towards politeness of speaking time. Act of expression will effect that disparages speaking partner. The act of expressing will make speaking partner enjoyable, for example : the usage of "please" and "thank you".

## 7. The strategy in conversation

According to Levinson in (foley 1999), there are some acts that can be done in applying positive strategy and negative strategy in conversation as follows:

- a) Positive strategy
- b) Paying attention what is needed by speaking partner.
- c) Using marks of group solidarity
- d) Growing optimistic attitude
- e) Involving speaking partner into speaking activity
- f) Offering something or promising something
- g) Giving praise to the speaking partner
- h) Avoiding this agreement
- i) Making something funny
- j) Negative strategy
- k) Speak indirectly
- l) Using hedges or interrogative sentence
- m) Having pessimistic attitude
- n) Don't load on
- o) Using the passive form
- p) Speak to apologize and
- q) Using plural form

## 8. Politeness in English Language Teaching

Teaching is not only the process of transfer of knowledge, but also the process of transfer of social values, moral, beliefs, ethical issues, character building and so forth. Teaching English is not only limited to linguistic factors alone (for example: grammatical or lexical factors) but also included developing the art of critical thinking and cultural factors (Brown, 2007 : 515)

Learning English as a foreign language consists of several components, including grammatical competence, communicative competence, language proficiency, and cultural competence (Tharasoulas, 2001). Cultural competence, more particularly, includes the knowledge of the conventions, customs, beliefs and system of meaning of another country of which we learn the language. In doing commutation with English as the target language, learners should have competence to communicate with other people. However, the ability to communicate with native speakers is far more than to know the English grammatical system. Cultural differences are one of the many causes that give rise to pragmatic failures. Many teachers and linguists have realized the importance of cultural teaching and there is no way to avoid teaching culture when teaching language (Hinkel in yin , 2009 : 154). Therefore, language teachers have to see the importance of cultural teaching as their goal to incorporate the teaching\_of target culture into the foreign language classroom to promote empathy and respect towards the different cultures. In other words, it is our job, as an English teacher, to develop the learners ability to communicate across linguistic and cultural boundaries.

Learning English as a foreign language involves not only knowing how to speak and write, but also how to behave linguistically (Alfattah, 2010 : 137). Therefore, the speakers and users of the language must be equipped with politeness formulas in speaking and must be aware of how to use politeness in English language teaching (ELT) appears in the speaking practice that guides how to be a good speaker in doing

communication regarding the cultural value of the target language. In learning practice, teacher teaches for example the manner of requesting. Teacher gives an example of requesting to the negative politeness such as "could you open the door please?" "could you clean white board please?" "could you help me please?" or the manner of apologize such as "I'm sorry to come in the class late?", "I'm sorry to disturb you?" "I'm sorry not to do my homework?" and so forth. The speaking practice uses those kinds of politeness strategies can be used in the dialogue, conversation, role play, debate, modelling or discussion practice.

### **C. Conclusion**

Politeness is a strategy of people to be polite in building a harmony in term of communication. Politeness is one of the communication strategies that emphasizes on how to be polite in words and action. People usually use politeness in order to maintain and develop their relationship.

Being polite is a complicated business in any language. It means that to be polite is difficult, because it involves understanding not only knowing the language, but also understanding about social and cultural values of society.

Learning English as a foreign language involves not only knowing how to speak and write, but also how to behave linguistically. Therefore, the speakers and users of the language must be equipped with politeness formulas in speaking, and must be aware of how to use politeness in English teaching appears in speaking practice that guides how to be a good speaker in doing communication.

In doing communication, people may have acquired a good lexical and grammatical command of the language. But, it is impossible for human being to make some violation or offense. Therefore, in the process of communication people need politeness strategy in order to get a good response from the hearers. Politeness is used by people to make smooth

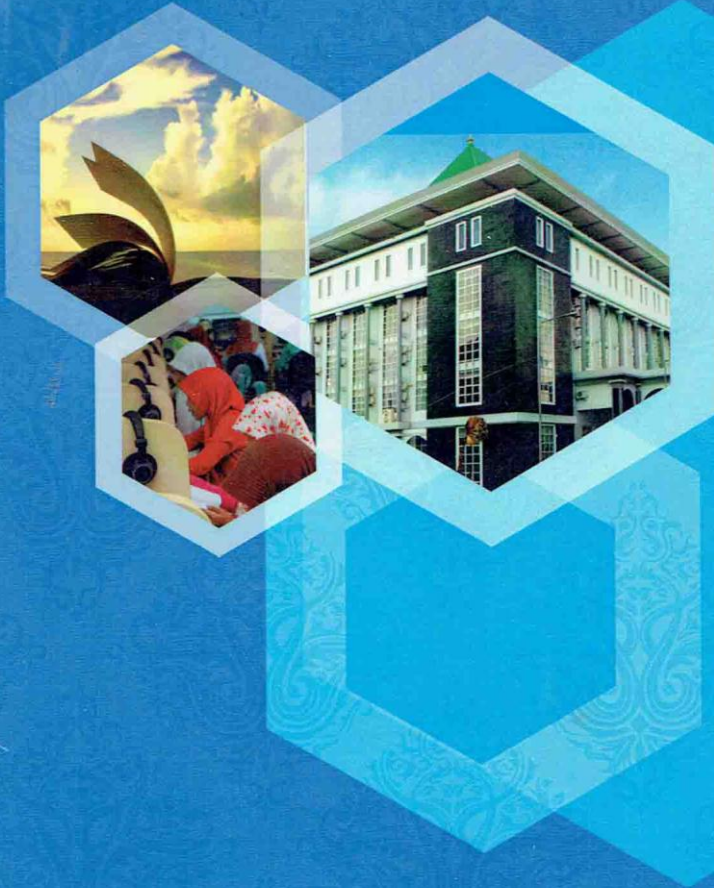
communication and build the balance of relationship in a society. There are some principles of maxim can be used for making smooth communication, namely tact, generosity, praise, modesty, agreement and sympathy maxims and many other politeness strategies.

In learning process, teacher teaches about how to be a good speaker in doing communication regarding the cultural value of the target language for example about the manner of requesting. Teacher gives an example of requesting to the negative politeness such as "could you clean the whiteboard please?" or expression of thank, such as "thank for your attention?" or thank for your coming in our class?" and so forth. The speaking practice uses those kinds of politeness strategies can be used in the dialogue, conversation and in discussion practice.

### References

- A Merriam-Webster. (1981). *Webster's New Collegiate Dictionar*. USA: G&C, Merriam Co.
- Chaer, A. and Agustina, L. (1997). *Sociolinguistic: Perkenalan Awal*. Jakarta: Rineka Cipta.
- Brown, P and Levinson, S. (1987) *Politeness: same Universals in language usage*. Cambridge: Cambridge University Press.
- Crystal, D. (2000). *The Cambridge Encyclopedia of Language*. Cambridge Unersversity Press.
- Grice, P. (1990). *Logic and Conversation*. in Cole Peter and. J. Morgan, *Syntax Semantics, Speech Act*. New York: Akademik Press.
- Holmes, J. (1992). *An Inrtoduction to Sociolinguistics*. New York: Longman.
- Leech, G. (1983). *Principles of Pragmatices*. London: Longman Press.
- Richards, J. C and Rodgers, T. (1986). *Approches and methods in language Teaching*. London: Cambridge Unersversity Press.

- Sabarti, A. (1999). Pendidikan Bahasa Indonesia di Perguruan Tinggi. *Makalah disampaikan dalam rangka Bulan Bahasa dan Sastra.*
- Taylor, I. and Taylor, M. (1990). *Psycholinguistics: Learning and Using Language*. New Jersey: Prentice Hall.
- Wardhaugh, R. (1998). *An Introduction to Sociolinguistics. Third Edition*. Oxford: Black Well Publishers.
- Watts, R. (2003). *Politeness, Key Topics in Sociolinguistics*. Cambridge: Cambridge University Press.
- Yin, L. (2009). *Cultural Differences Of Politeness in English and Chinese*. Hebei: foreign language department; Hebei politecnic, vol 5, No. 6.
- Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press.



Published by:  
Maulana Malik Ibrahim State Islamic University of Malang  
in cooperation with Naila Pustaka Inc.

