

chapter is to support the concepts and the background of the chapter. There are four points of sub chapter here and then the first sub chapter is about the meaning of meaning. It discussed about the context and meaning, then the second sub chapter is about the politeness strategies. The third sub chapter is about the interpretation of the meaning of utterances. Then the last sub chapter is about the digitalization of social media. In this digitalization era there are many providers in the internet. However, this research is about Facebook and Instagram, and then the researcher used some digital tools.

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Pragmatics is the study of context-dependent aspect of meaning. It is abstracted away from in the construction of content. Pragmatics is the study about meaning of meaning. On the other hand, semantics is the study about meaning of words or phrases or clauses, it is called written text. Furthermore, pragmatics is the study of meaning of meaning through utterances or conversations.

Based on the definition above, it can be said that pragmatics is the study of meaning contained the utterance in the context. Therefore, in pragmatics view to appreciate and to interpret the meaning of a statement or an utterance, one must consider the relation between language and context in which the situation uttered.

For avoiding the face threatening acts of the hearer, it is better for the speaker to know about politeness strategies. Politeness strategies are strategies used to minimize or avoid the FTA (Face Threatening Acts) that the speaker means (Brown and Levinson, 1987: 91). There are found kinds of politeness strategies. They are bald on record, positive politeness, negative politeness, and off record. However writer will focus on negative politeness strategies because what the writer going to analyze represents the implementation of negative politeness strategies.

Positive politeness is used to satisfy the positive face of the hearers, desire of being liked and accepted, by regarding them as people who have close

relationship with the speaker. According Brown and Levinson, positive politeness consists of fifteen strategies. They are:

1. Notice, Attend to Hearer (his or her wants, interest, needs, and goods)

Brown and Levinson (1987) stated that in this strategy the speaker should take notice or pay attention to the hearer's condition. The speaker should give a response to the hearer's condition. By doing it, the hearer will know and realize that the speaker notices to his condition. This kinds of strategy is used by the speaker to show the solidarity and make close relationship with the hearer. Therefore, the speaker can redress the FTA on the hearer.

Example : Goodness, you cut your hair! By the way, I came to borrow some flour (p. 103)

2. Exaggerate (interest, approval, sympathy with the hearer)

Brown and Levinson (1987) argued that for showing his interest, approval, and sympathy, the speaker can exaggerate intonation, stress, or other aspects of prosodics, such as really, for sure, exactly, and absolutely.

Example : How absolutely marvelous! (p. 104-106)

3. Intensify Interest to the Hearer

Another way for the speaker to communicate to hearer is to intensify his interest to the conversation. The speaker tries to put the hearer into the middle of the events being discussed so that he can get his hearer's through his story. It can also be said that when the speaker puts

the hearer into the speaker's conversation or story, he is increasing his intrinsic interest.

Example : I came down the stairs, and what do you think I see? A huge mess all over the place, the phone's off the hook and clothes are scattered all over.... (Brown and Levinson, 1987: p. 106)

4. Use in-group Identity Markers

Brown and Levinson (1987) argued that the speaker can claim the common ground with the hearer by conveying in-group membership. These include in-group usage of address forms, of language or dialect, of jargon or slang, and of contraction and ellipsis (p. 107)

Example : Mind if I smoke? (p. 111-112)

5. Seek Agreement

In communication process, the speaker seeks ways to agree with the hearer. When the speaker shows his agreement to the hearer means that the speaker tries to satisfy

In communication process, the speaker seeks way to agree with the hearer. When the speaker shows his agreement to the hearer means that the speaker tries to satisfy the hearer's positive face.

Example :

A : I got a flat tyre on the way home.

B : Oh God, a flat tyre! (Brown and Levinson, 1987: p. 113)

and offering something to the hearer in order to make the hearer accept that request.

Example : Look, I know you want the car at 5 o'clock, so shouldn't I
got to the town now? (p. 125)

10. Offer, Promise

The speaker can claim whatever the hearer wants: he will help to obtain it. This strategy is used by the speaker to redress the potential threat of some FTAs on his hearer.

Example : I'll drop by sometime next week. (p. 125)

11. Be Optimistic

This strategy suggests that the speaker can assume the hearer wants the speaker's intention for the speaker and will help obtain them.

Example : Look, I'm sure you won't mind if I borrow your typewriter. (p. 126)

12. Include Both Speaker and Hearer In the Activity

The speaker uses the term *we* while actually the speaker intention is “you” or “me”. It is to show his cooperation and redress the hearer’s FTA.

Example : Let's get on with dinner, eh? (p. 127)

13. Give or Ask for Reason

The other way for the speaker to include the hearer in the activity is by showing his reason as to why he wants what his intention.

Example : Why don't we go to the seashore? (p. 128)

14. Assume or Assert Reciprocity

The existence of cooperation between the speaker and hearer may also be claimed or urged by giving evidence of reciprocal rights. It means the speaker promise to do something as long as the hearer does something for the speaker to for cooperation.

Example : I'll give you bonus if you can sell these clothes. (p. 129)

15. Give Gift to the Hearer (sympathy, understanding, and cooperation)

The speaker can satisfy the hearer by giving gifts, human relation wants such as desire of being liked, admired, cared about, understood, and listened to.

Example : I'm sorry to hear that. (p. 129)

2.2.2 Negative Politeness

It is usually used to express uncertainty through hedging and indirectness, preferring some tag questions to direct statements. According to Brown and Levinson (1987:129) Negative politeness is redressive action addressed to the addressee's negative face. Negative face itself is the want to have freedom of action unhindered and every attention unimpeded (Brown and Levinson: 1987, p. 125). In the other words, negative face is used by the speaker to show his behavior and to respect to his hearers.

Negative politeness can be called politeness as a strategy for self-protection, it means negative politeness able to be used to protect our self from any disturbance. There are many advantages of practicing this form or using negative politeness, it is to keep a safe distance from others. It is related to understanding

Negative politeness can be expressed to everyone, but it depends on who you are talking with and what kind of people you are dealing with. It does not really work when elder people use negative politeness to talk with younger people except it is necessary when there is something important. However, there is a possibility if somebody says using negative politeness to talk with other people. In general negative politeness sometimes uses to comment or criticize something. In other hands, negative politeness also uses to apologizing and it is using formal and indirect language. Brown and Levinson (1987:129-130) aim that when we think of politeness in western cultures, it is negative politeness behavior that spring to mind. In our culture, negative politeness is the most elaborate and the most conventionalized. It indicates that negative politeness cannot be expressed anytime. People may utter negative politeness in the certain time in the proper place to be and by who's they are talking with. In the negative politeness there are ten strategies here. They are:

1. Be Conventionally Indirect

In this strategy the speaker uses phrases or sentences that have contextually ambiguous meaning that are different from their literal meaning.

Example: Can you pass me the salt?

The utterance above does mean that the speaker really asks to the hearer and needs an answer from the hearer. It becomes an understandable request of the speaker to the hearer. (p. 132-134)

2. Question, Hedges

According to Brown and Levinson (1987: p. 145) hedge is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set. It is marked by *sort of*, *a regular*, *a true*, *rather*, *pretty*, *quite*, or *technically*.

Example: A swing is sort of a toy

I'm pretty sure I've read that book before.

3. Be Pessimistic

This strategy gives redress to the hearer negative face by explicitly expressing doubt that the conditions of the appropriateness of speaker speech act obtain. In the other word, the speaker shows his doubt to the hearer by asking the hearer possibility.

Example: Could you jump over that five-foot fence?

This example is not likely to be a request thought it might the function as a dare. (Brown and Levinson, 1987: p. 173)

4. Minimize the Imposition

In this strategy the speaker uses an expression such as *a tiny little*, *a bit*, or *a taste* to minimize the imposition.

Example: Could I have a taste of this cake?

It means that the speaker asks for a slice of a cake to the hearer. He just change “a slice” into “a taste” in order to minimize the request. (Brown and Levinson, 1987: p. 176)

5. Give Deference

According Brown and Levinson (1987) there are two sides in realization in deference. First, the speaker lowers himself to shows that humbles to the hearer. Second, the speaker raises the hearer in satisfying his wants to be treated as superior.

Example:

- We look forward very much to dining with you. (The speaker lowers himself)
- Excuse me, sir would you mind if I close the window? (The speaker rises the hearer)

6. Apologize

In this strategy, by showing apologizing for doing an FTA such as asking a request, the speaker can indicate his reluctance to impinge to the hearer.

Example : I know you must be busy, but.....

I beg your indulgence.....

2.4 Factors Influence the Use of Negative Politeness Strategy

The employment of politeness strategy is influenced by several factors. According Brown and Levinson (1987:71) there are two factors that influence to the speaker to employ the politeness strategy. The factors are payoff and circumstances.

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The speaker employs the politeness strategy because they can get advantages. The speaker can benefit in following ways, they are: he can pay respect, deference, he can maintain social distance, and avoid the threat (or potential face loss) of advancing familiarity towards the addressee and he can give a real “out” to addressee.

The example above shows that the speaker can give conventional to the addressee as opposed the real outs, that is pretend or offer an open route without really doing so, thereby to indicate that he has the other person's wants in mind.

2. Relevant Circumstances

The seriousness of an FTA is also influenced by the circumstance. According Brown and Levinson (1987:74) the circumstances is similar with the sociological variables. There are three dimensions to determine the level of politeness. Which consist of Relative Power (P), Social Distance (D), and Size of the Imposition (R).

a. Relative Power

According Brown and Levinson (1987:77) power is an asymmetric social distance of relative power, roughly in weber's sense. In general point, relative power (P) is that we tend to use a greater degree politeness with people who have more power or authority over us to those who do not. It is based on the asymmetric relation between the speaker and hearer. These type of power are most found in obviously hierarchical setting, such as courts, the military, workplace.

For example, you would probably be more polite about conveying to your employer because he or she always arrive late, than in conveying to your brother. This is because of your employer can influence your career in a positive way (reward power) or negative way (coercive way).

b. Social Distance

Social distance (D) can be seen as the composite of psychologically real factors (status, age, sex, degree, of

intimacy etc) which together determine the overall degree of respectfulness within a given speech situation. It based on the symmetric relation between the speaker and hearer.

For example, you feel so close to your friend because he is similar in terms of age or sex then you will get closer or maintaining to him and the distance rating will get smaller. As a result you will not employ polite utterance when you ask him to do something. So, you will employ the polite utterance when you interact with person whom you are not known well, such as person who is older than you.

c. Size of Imposition

According Brown and Levinson (1987:77) size of the imposition is a culturally define ranking of impositions by the degree which they are considered to interfere with an agent's wants of self-determination or of approval. Size of the Imposition (R) can be seen from the relative status between one speech acts to another in a context.

For example, borrowing a car in the ordinary time will make us feel reluctant but in urgent situation it will be natural. Thus, in the first context we will employ the polite utterance because the situation is urgent.

Commonly the social media is created to help human in build interaction with another one to communicate. Since the social media such as Facebook is for everyone and community, at glance it cannot be predicted and seen the users of Facebook in details. However, the researcher conducts the research of language used by the Manchester United fans club in social media. By deeper research and analysis, there are many fans are using Facebook as their group account and there are many ways to know that it is the real fans or just haters.

2.5.1 Facebook

Known as social media created by Mark Zuckerberg, Facebook is very popular and many people use it. In this research, the researcher analyzed the language used by the Manchester United fans in social media. To know about the group in the details, the researcher like the Facebook page and join the group. The name of the group is “Manchester United Supporters Club” (MALTA). It is the official Facebook page of Manchester United Fans and it is the oldest Facebook page of Manchester United Fans in the world. In other side, the researcher itself is the fan of Manchester United also.

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Instagram is an online mobile photo-sharing and video-sharing. This is available to download in play store in smartphone. This application created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app. The unique from this application is the users can share their image and it similar to Kodak Instamatic and Polaroid SX-70 image, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Then the users can also apply digital filters to their image and video. The maximum duration for Instagram video is about 60 seconds. Many celebrities have profiles on Instagram, sharing photos and videos of their personal and professional live with fans. By using this application, the researcher able analyze the utterance that used by the Manchester United fans club. To know about the group in details, the researcher's follow the Manchester United Fans account. The account is "Manchester United.Fans Club. (King of England Champ2Ons)". It is the

