CHAPTER 1

1. Introduction

This chapter deals with the background of the study, statement of the problem, objectives of the study, scope of the study, significance of the study, thesis organization.

1.1 Background of the Study

Communication is a way human beings connects each other. In order to make sense of what is said in an interaction, they have to look at various factors which relate to social distance and closeness. Some of these factors are established prior to interaction. Therefore, many external factors exist. They typically involve the relative status of the participants, based on social values tied to such things as age and power. However, there are other factors, such as amount of imposition or degree of friendliness, which are often negotiated during an interaction. These are internal to the interaction and can result in the initial social distance changing and being marked as less, or more, during its course. These internal factors are typically more relevant to participants whose social relationships are actually in the process of being worked out within the interaction (Yule, 1996:59).

In a communication, politeness is a significant issue that influences the interaction in social scope. With the use of language we choose, some utterances will be seen and considered to be polite or impolite by another participant (Mouton, 2011:2). Kadar and Mills (2011:4), explained in their book that politeness is basically work through the avoidance of conflict, which validates the flouting of the maxims of CP (Cooperation Principles) (though according to Lakoff's model politeness can also be generated without conflicting with the CP), i.e. the ways in which people are assumed to logically convey information in communication. Whenever a speaker flouts the norms of

cooperation in a context that necessitates politeness, the interlocutor will infer that the speaker has done this due to considerations of politeness, that is, politeness is bound to a rational cognitive activity. There are three rules for conflict avoidance: (a) distance, (b) deference and, (c) camaraderie. 'Cultures' can be categorized depending on which of the rules are more prominent generally; for example, British culture gives prominence to 'distance', Japanese culture prefers 'deference', whilst Australian culture is 'camaraderie' based. Thus, besides being the first influential framework for the analysis of linguistic politeness, Lakoff's concept is important in that it aims to describe the workings of politeness beyond a particular language, or, in other words, it is the first universal politeness framework or politeness theory in the strict sense of the word.

Pragmatics is fundamentally concerned with communicative action and its felicity in context, investigating action with respect to the questions of what action is what may count as action, what action is composed of, what conditions need to be satisfied for action to be felicitous, and how action is related to context. These research questions and the object of research require action in general and communicative action in particular to be conceived of as relational concepts, relating action and context, relating action and communicative action, relating communicative action and interlocutors, and relating interlocutors with the things they do with words in context (Mouton, 2011: 23).

Brown and Levinson (1987), in their seminal work on politeness, propose that *face* is the key motivating force for 'politeness', and they maintain that it consists of two related aspects, negative face and positive face. In their model, negative face is a person's want to be unimpeded by others, the desire to be free to act as s/he choose and not be imposed upon: positive face is a person's want to be appreciated and approved of by selected others, in terms of personality, desire, behavior, values and so on. In other words, negative face represents a desire for autonomy, and positive face represents a desire for approval (Oatey, 2008:12).

Based on the background study above, the writer is aware that as a human being, human cannot be apart each other. By socialization, human connect each other, human make a relation through communication within language which is out from the mouth or sign of body language. The writer's experience as a student college that has many superiors should be well respect is also one of the reasons. Moreover, the writer wants to improve the ability of making good and right in social communication among those gaps and distance of 'personal power'. In addition, the writer has chosen the video of Donald Trump's acceptance speech as President of United State. Because the writer wants to analyze how the certain politeness strategies he used as controversial president are. That's why the title chose by the writer is **An Analysis of Politeness Strategies Used in Donald Trump's Presidential Acceptance Speech.**

1.2 Statements of the Problem

1. What politeness strategies are used in Donald Trump's Presidential Acceptance speech?

2. How the certain politeness strategies are used in Donald Trump's Presidential Acceptance speech?

3. Why are the certain politeness strategies used in Donald Trump's Presidential Acceptance speech?

1.3 Objectives of the Study

1. To describe the types of politeness strategies used in Donald Trump's Presidential Acceptance speech.

2. To describe how the certain politeness strategies used in Donald Trump's Presidential Acceptance speech.

3. To explain the reasons of politeness strategies in Donald Trump's Presidential Acceptance speech.

1.4 Scope of the Study

This study describes politeness strategies used in the Donald Trump's presidential acceptance speech. It will be classified based on politeness strategies by Brown and Levinson (1987: 68-69). The data were taken from the utterances produced by President Donald Trumpt on his acceptance speech video.

1.5 Significance of the Study

It is expected that the result can be a beneficial contribution to:

1. The writer, in order to improve her knowledge about politeness strategies in the scope of pragmatic and linguistic.

2. The readers and UNISNU (Islamic University of Nahdlatul Ulama) as the future generation in Jepara. It may give the benefits to develop the learners understanding in how to make good and acceptable interaction neither with each other nor even with our seniors or superiors. The writer also hope that the reader extends knowledge especially about the use of politeness strategies in the Donald Trump's presidential acceptance speech, and the result can be utilized as a literature or source for the next study about Politeness strategies in the scope of pragmatic and linguistic.

1.6 Thesis Organization

This study is divided into 5 chapters. They are:

Chapter 1   INTRODUCTION

It is explain about the introduction of the study which contains background of the study, statement of the problem, objective of the study, scope of the study, significance of the study, and thesis organization.

Chapter 2   REVIEW OF RELATED LITERATURE

It is give some information about the review of related literature. It is consist of previous studies, and theoretical review.

Chapter 3   RESEARCH METHODOLOGY

It discusses the research method which consists of type of research, unit of analysis, source of data, technique of data collection, and technique of data analysis.

Chapter IV   DISCUSSION

It discusses about findings and discussions.

Chapter V   CONCLUSION

It will draw the findings of the study become conclusion and summarize the data.