

## **Chapter 1: Introduction**

This chapter aims to present basic consideration, the second one is research question, the third one is research objectives, the fourth is research significances, and the last one focuses on the scope and the limitation of study.

### **Basic Consideration**

Language is a tool of communication which function for conveying the information that happen between two participants, they are speaker and hearer. The utterance from the speaker has a meaning and purpose in their information for the hearer. The speaker must pay attention to the context and the politeness in language usage. So, the aim of the speaker's utterance can be conveyed clearly to the hearer. Process of communication can be verbal and nonverbal communication that need a politeness. Verbal communication can be learned in the pragmatics term. It is about an utterance that has meaning and purpose. Politeness is not only in behavior but also in language usage. In delivering our information, we should pay attention to the politeness, so the hearer will respect and appreciate us.

According to Watts (2003, p. 9-10) Politeness is not something we are born with, but something we have to learn and be socialized into, and no generation has been short of teachers and handbooks on etiquette and 'correct behavior' to help us acquire polite skills. So, given the everyday nature of politeness, it might seem surprising to

learn not only that it occupies a central place in the social study of language, but also that it has been the subject of intensive debate in linguistic pragmatics, sociolinguistics and, to a lesser extent, social theory for several years now. In that debate, the term 'politeness' means something rather different from our everyday understanding of it and focuses almost uniquely on polite language in the study of verbal interaction. Learn about polite language usage is not only learn about polite skills in the social study of language, but also focuses on polite language in verbal interaction.

According to Watts (2003, p. 1-2) moving from evaluations of polite behaviour in general to the more specific case of polite language usage, i.e. 'polite' language, we encounter the same types of problem. To characterize polite language usage, we might resort to expressions like 'the language a person uses to avoid being too direct', or 'language which displays respect towards or consideration for others'. Once again, we might give examples such as 'language which contains respectful forms of address like *sir* or *madam*', 'language that displays certain "polite" formulaic utterances like *please*, *thank you*, *excuse me* or *sorry*', or even 'elegantly expressed language' and again we would encounter people who consider the polite use of language as 'hypocritical', 'dishonest', 'distant', 'unfeeling', etc. Talk about polite behaviour, linguistic or otherwise is *metapragmatic* talk, i.e. it is talk about talk or talk about other people's general behaviour.

Pragmatics study has theory which discusses about politeness maxim. Maxim is the principle of language which as a function to set language usage and interpreting the

speech act. Process of communication needs principle of politeness maxim. Because the hearer will be able to interpret the speech act which is delivered by the speaker. This case can achieve good communication. Research which is related with verbal communication applies politeness in language usage, for example in debate. Debate is one kind of public speaking. Debate means an activity which requires us to be more polite, in our polite act and politeness language usage. When someone delivers their speech in front of the audience, they must show their polite act, with speak politely and praise and appreciate to other.

To identify the problem of verbal communication in politeness maxim, the important thing we need is speech act. Speech act is a measuring tool to analyze politeness in language usage. According to Yule (1996, p. 47) speech act is an action performed by the use of an utterance to communicate. In English, are commonly given more specific labels, such as apology, complaint, compliment, invitation, promise, or request. These descriptive terms for different kinds of speech acts apply to the speaker's communicative intention in producing an utterance. The speaker normally expects that his or her communicative intention will be recognized by the hearer.

Both speaker and hearer are usually helped in this process by the circumstances surrounding the utterance. Yule (1996, p. 48-49) on any occasion, the action performed by producing an utterance will consist of three related acts. There is first a *locutionary act* which is the basic act of utterance, or producing a meaningful linguistic expression. The second is *illocutionary act* is performed via the

communicative force of an utterance. The third is *perlocutionary act* is the effect of an utterance used to perform a speech act.

In politeness language, illocutionary act is important thing, so that Searle classified the illocutionary act in politeness maxim. Searle (cited in Leech 1983, p. 105-107) classified illocutionary act into five kinds, there are assertive, directive impossible, commissive, expressive, assertive, and declarative illocution.

To investigate politeness maxim in debate, the researcher needs illocutionary act.

Because by giving information, the principle of speech act should be able to understanding by the speaker and the hearer. For example: in expressive illocution, the researcher took one example of utterance in that debate: **“Thank you, Jim. It’s an honor to be here with you and I appreciate the chance to be with the president. I am pleased to be at the University of Denver, appreciate their welcome and also the presidential commission on these debates.”** Those utterances include in expressive illocution, who expressed by Governor Romney. On his speech, Governor Romney maximize praise of other, it means that he appreciates the chance to followed USA Presidential election debating in 2012. So, the hearer also appreciates him.

Debate is verbal communication that involves the context. In that sense, it contains with utterances that use formal language by using formal language that have intent and meaning of utterance. Therefore, the researcher interested to choose the topic of politeness in pragmatics study. Debate not only a process of question and answer with the specific topic that has specific purpose but also in this sense how debaters’

attitudes to answer the question by giving their good argument, show their polite act in delivering their speech.

In many times the researcher watch how the western doing public speaking, for example in debate, they get down the cases directly, in the sense they do not straightforward in answering questions by providing a good argument. In the terms of politeness in western has looked less. For example: they are impolite with their classmate. The level of courtesy will be different if viewed in terms of an age, sex, in education environment, and someone's profession. But all of that include in politeness in sociolinguistic study. The level of courtesy that is not a measure for the researcher interested in doing research of politeness maxim. Because, the researcher chooses the research of politeness in terms of pragmatic study in debating. It is known that politeness in our daily life have difference level of politeness in language usage when their delivery of speech.

USA presidential election debating in 2012 as the object of this research. Two candidates in USA presidential election, they are Mr. President Barack Obama and Governor Mitt Romney. They were followed debating in three sessions debate. The first debate session on October 3<sup>rd</sup> in 2012 at the University of Denver in Denver, Colorado. Some topics was discussing in this session, such as domestic issues, health care, the role government and governing. The second debate session on October 16<sup>th</sup> in 2012 at Hofstra University, Hempstead, New York. Some topics was discussing in this session like tax, education, bail out of manpower, immigration, and economics.

The third debate session on October 22<sup>nd</sup> in 2012 at campus of Lynn University in Boca Raton, Florida. In this session focused on foreign policy.

Furthermore, the reason why the researcher chooses debating in USA presidential election in 2012 is because, in performing the speech act in debating must use formal language and it has been seen on both candidates. The president and the governor were speaking in front of the audience, and then they will show their politeness in either attitude or politeness in their language. There are several reasons why both of candidates in US presidential election look polite in using the language. Firstly, in debating, both of the candidates always assume that the idea or argument of their interlocutor include the meaning. Secondly, both of the candidates always maintain relative harmony. Thirdly, they do not make someone else go down, even though they have different opinions. Fourthly, human right was very appreciated and mutually appreciate each other. These reasons are very strong and important to investigate. This research is about politeness maxim in debating, especially in USA presidential election debating in 2012. Context and meaning in speech which are delivered by two candidates USA presidential election in debating contain the elements of pragmatic. In this research, the researcher needs the utterances include in politeness maxim.

### **Research Question**

Based on the basic consideration that has been explained, the research question is What kinds of maxims are found in USA Presidential election debating in 2012?

## **Research objective**

The objective of this research is to know the kinds of maxims which found in USA Presidential election debating in 2012.

## **Research Significances**

There are two significances of this research, they are:

- Theoretical significance

This research will enrich the information about politeness, especially in politeness maxims. This research explain the theory and also the example of politeness maxim completely.

- Practical significance

For the practical significance, the reader will able to know the utterances that suitable used in formal language that appropriate in politeness maxim. From this research, the reader will know how to use the politeness, especially in debating.

The researcher expects for the reader, this research can give the good benefits for the reader, after reading and learning this research. They will know the politeness and try to apply it when they follow debate or apply it in their daily life.

### **Scope and Delimitation of the Study**

In pragmatic study, there are several topics. One of the topic in pragmatics study is politeness. Topic of politeness also has several parts to discuss. In politeness strategy, there are positive politeness, negative politeness and Faces Threatening Acts (FTAs), and also has politeness maxim theory. The researcher uses politeness maxim as the scope of this study. It means that the researcher focuses on politeness maxims based on Geoffrey Leech's theory which consist of six maxims; they are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim. The limitation of this study is the researcher focuses on debate and chooses two main participants as the research subject, they are Mr. President Barrack Obama and Governor Mitt Romney.