CHAPTER I

INTRODUCTION

This chapter is containing about the introduction to the general description of the research that contains the background of the problem, statements of the problem, research purposes, and research significance.

1.1 Background of Research

Every human being must have a communication process to deliver their messages and information to others. To reach that goal, there will be two roles, speaker and listener. People express their intentions and acknowledge others through their utterances. By delivering their intentions and needs, people can achieve their aims and can respond to them properly.

According to Brown (2004: 141-142), there are five basic types of speaking, they are imitative, intensive, responsive, interactive, and extensive. Imitative speaking is the ability to copy words, phrases, and sentences. Intensive speaking type is one step from imitative it is designed to practice phonetic and grammar aspects of language. Responsive speaking is interaction at a limited level of a very short dialogue small talk and standard greetings, requests, and simple comments. Interactive speaking is a complex interaction that needs multiple participants and multiple exchanges. Extensive speaking is oral output such as storytelling, presentation, and speeches.

Extensive speaking is one of many ways to give our messages to others. It is the vocalizations and verbalizations of someone's thoughts. Nunan (Brown: 2001) States that speech is one of the basic types of speaking. Where the speaker speaks spoken language for any sort of time. Then the listeners have to process the message without interruption. People's communications sometimes occurred through a language phenomenon, what they say is not always what they mean. In another way, there are other meanings behind what the speaker has said. And the hearers have to be able to understand this meaning since the speaker's intention is implicitly stated. It happens because they violate the conversation rules. From this

point, we could bring up this language phenomenon to be further observed. The study of language that is concerned with the meaning of utterances is pragmatics.

Pragmatic is the study of utterances' meaning. That has more to do with the analysis of what people mean by their utterances. And also what words in those utterances might mean by themselves. When doing a conversation, people should pay attention to the listener. They have to treat the hearer inappropriate ways. It could be done by speaking carefully to make the second parties comfortable comprehending the meaning. Thus, they have to pay good attention to others' intentions which means that the speaker is doing politeness.

In pragmatics, politeness is something different from the everyday understanding of it and focuses mostly on polite language in the study of verbal language. Generally, politeness means employing a sense of awareness of others' feelings. Being linguistically polite includes communicating with other people appropriately at the right time and in the right place. Because of that, the writer is interested to analyze it using politeness principles so we could have boundaries that will make us speak at the right time and in the right place.

One monologue type of speaking is speech. When a single person speaks for an extended period. The information must then be processed without interruption by the listeners. The writer is interested in using speeches as the subject of the study since they are monologues and do not require too much interruption to understand the speaker's words, unlike films, which must be seen repeatedly to get the message delivered by the speakers.

According to the National Cancer Institute's website, Coronavirus illness is expected to be prevalent in 2019. The SARS-CoV-2 virus causes a highly contagious respiratory illness. SARS-CoV-2 is thought to spread from person to person via droplets released by infected people when they cough, sneeze or talk. It can also be spread by touching a virus-infected surface and then touching one's lips, nose, or eyes, however, this is rare. As a result, the writer is interested in analyzing talks that discuss Covid-19 because this disease is a pandemic that has the potential to destabilize the entire world. Also, perhaps different colors or patterns can be used in the speeches than in other monologue styles of speaking.

Donald Trump was inaugurated as the 45th President of the United States on January 20, 2017. He was previously a real estate mogul and a reality TV star. He became the city's most well-known developer when he opened the Grand Hyatt New York in 1980. And he is sometimes referred to as an impolite person on social media, especially on Twitter, etc. so the writer extracted to analyze his Covid-19 speeches with the politeness principle to determine whether is polite or nBasedared on this research, the writer chooses the source of data from Donald Trump's speeches on the ABC News youtube channel focusing on the Covid-19 topic. The title of this research is "The Use of Politeness Principles on Donald Trump's Covid-19 Speeches ". And the writer focused on analyzing politeness principles and the dominant use of the politeness principles.

Related to this theme of research, the writer is greatly helped by previous researchers, because of becoming references in working on this research. The writer enters several previous studies that are identical in discussing euphemisms but different in terms of objects and data. Here are some of the writers:

The first was employed by Nurdianingsih (2006), in the paper entitled "An Analysis Of Tact And Approbation Maxims Based On Leech's Politeness Principles In The Movie "Maid In Manhattan" ". She discussed how Leech's politeness principles were used in that movie. Because of that, the researcher wants analysis kinds of politeness the principles in film. In this paper, the researcher proposes two problems: 1) How are the tact and approbation maxims employed in the conversations of the movie of Maid in Manhattan? 2) What aspects make the utterances of the participants less or more polite about Leech's politeness principles? The results show, that there are 20 conversations employing tact and approbation maxims. The data consists of 10 conversations employing the tact maxim, 7 conversations employing approbation maxims, and 3 conversations employing both tact and approbation maxims.

The second was conducted by Noviani (2014), entitled "A Pragmatic Analysis Of Politeness Strategies And Politeness Principles In Uptown Girls". Her research focuses on searching for politeness strategies and principles that are used in the Uptown Girls movie. The results of her research 41 data represent

politeness strategies in the utterances of the main characters in the Uptown Girls movie. Positive politeness occurs 17 times (41.46%). It is followed by negative politeness, which occurs 10 times (24.39%). The third position is bald on record which happens 9 times (21.95%). The last position is off the record which takes place 5 times (12.2%), which shows that most strategies used in that movie were positive politeness by the main character Molly. The most used of the politeness principles in that movie was the tact maxim in the first position, the second position goes to the agreement maxim, n the generosity maxim, after the approbation maxim is in the fourth position sympathy maxim was never used in this movie.

The last was applied by Mariani (2019), the title "Politeness Principles in "Donald Trump's Election Victory Speech". The problems studied in this research are to identify the kinds of politeness principles and to classify and analyze what kinds of illocutionary acts and illocutionary functions are employed in that speech. The result findings of their study are: The data analyzed consists of 21 utterances of all six maxims. Based on the findings and discussion in the previous chapter, it presented that 21 expressions contained 6 kinds of politeness principles, types of illocutionary acts, and illocutionary functions. There are 6 utterances containing tact maxim, 4 utterances containing generosity, 5 utterances containing approbation, 3 utterances containing modesty, 1 utterance containing agreement, and 2 utterances containing sympathy. There are 4 assertive utterances, 5 directive utterances, 5 commissive utterances, 7 expressive utterances, and 0 declaration utterances as the varieties of illocutionary acts.

From all that is described above, the author knows that politeness principles can occur in any situation both in daily conversation and in movies or speeches. And also the differences between this research and the previous research are the object of the research two of the researchers used movies for their research object. The last one has already used speech for her analysis object but rather focused on politeness principles the research was more dominated by illocutionary speech acts analysis. This research only focuses on politeness principles analysis to figure out the causal factors of the usage and describe the reasons why that politeness

principle was used in that speech. Therefore, the writer wants to analyze politeness principles contained in Donald Trump's Covid-19 Speeches.

1.2 Statements of Problem

From the background of the research above the problem is to determine the way Donald Trump chooses to speak, how the people react to their speech, and to classify the reason behind that phenomenon. The research questions are:

1. What maxim of politeness principles was applied in Donald Trump's Covid-19 Speeches?

2. What are the purposes of the statements applied by the politeness principles in Donald Trump's Covid-19 Speeches?

1.3 Research Purposes

Based on the research question, this research objective is to:

1. To find out what are politeness principles observed in Donald Trump's Covid-19 Speeches.

2. To find out the purposes of the statements applied by the politeness principles in Donald Trump's Covid-19 Speeches

1.4 Research Significance

The writer hopes that the outcome of this research can be useful theoretically and practically. Theoretically, this research can be useful for insight into Pragmatics studies that focuses on Politeness issues. And practically this research is expected to be something that can provide benefits and sources for other writers and students in pragmatic studies to analyze/explaining about politeness principles and their violations and be used as a reference for any linguistic students, especially for English Literature students in Islamic State University Sunan Gunung Djati Bandung.

1.5 Definition of Key Terms

1. Pragmatics

Yule (1996, p. 3) defines pragmatics as the study of a speaker's meaning. As a result, the study of what people intend by their words becomes

increasingly important. Also, what the words in those utterances could mean on their own. People should pay attention to the listener when having a conversation. They must respectfully treat the listener. It can be seen by speaking slowly and clearly to make the other parties feel at ease.

2. Politeness

Politeness is an important aspect of language and communication. It's a technique of indicating that you're aware of someone else's face (Yule, 1996:60). Politeness is focused on how one might improve the feelings of others. It also entails making the appropriate linguistic choices in a specific social and situational context. Civility is inextricably tied to appearance.

3. Politeness Principles

The principle of politeness is to reduce the expression of rude views while increasing the expression of more significant polite beliefs (Leech, 1983:81). The concept of politeness proposes a strategy for developing a sense of community and social bonds.

4. Utterances

Utterances in Linguistics is any speech sequence consisting of one or more words and preceded and fold by silence: it may be coextensive with a sentence. The utterance is the act of uttering; vocal expression is the power of speaking.