

# CHAPTER I

## INTRODUCTION

This chapter presents the research background, previous study, statement of problem, research objectives, and research significance. The background of the study details why this topic is interesting to the researcher and then in the background of this study there is a previous study discussing previous studies related to the research topic. The problem statement identifies the specific problem or question that the research seeks to answer. The research objective clearly defines the goal derived from the research question. The significance of the research highlights the expected benefits and contributions of the study.

### 1.1 Background of Study

Communication is the process of exchanging information, ideas, thoughts, or feelings between individuals or groups. Keith (1952) explains that communication is a process of passing information and understanding from one person to another. The message from the sender to the recipient can be influenced by various factors, such as emotions, cultural situations, the medium used to communicate, and location. Communication can occur through various channels, including spoken language, written messages, gestures, body language, and visual or non-verbal cues. Communication serves various purposes, including the transfer of information, the establishment of relationships, the expression of emotions, and the coordination of activities. Successful communication fosters understanding, cooperation, and connection among individuals and contributes to the overall well-being of both individuals and societies.

Communication and politeness are closely related. One phenomenon in communication is politeness, which can be observed in daily interactions.

Politeness, as a pragmatic aspect of communication, involves the use of language and behavior to demonstrate respect, consideration, and tact toward others. Politeness, a central topic in pragmatics, explores the ways speakers strategically employ language to achieve social goals, maintain relationships, and navigate interactions without causing undue face-threatening acts. Politeness can manifest in various forms, such as using polite language, employing indirect expressions, or considering the feelings and face of the interlocutor. Politeness theory suggests that people have two basic needs: a positive face (the desire to be liked and appreciated) and a negative face (the desire to be free and autonomous).

Politeness strategies are methods of communication used to avoid or minimize the FTA (Face Threatening Act) that a speaker makes (Brown & Levinson, 1987). "Face" that Brown and Levinson mean is not a face from the human part of the body, but something that determines how they want to be threatened by the other people in the communication. According to Holmes (2013) being polite is trying to determine what the appropriate things to say to someone else are and what ones are not to. Politeness is not only used by some kinds of communities but is a universal condition that everybody needs to use to have better social interaction.

Politeness in language is an important factor that influences the dynamics of communication within a culture. Language's role goes well beyond just conveying information it also functions as a tool for forming and maintaining social relationships. Politeness serves as a lubricant in this environment, smoothing interactions between persons. It functions as a system of linguistic and cultural conventions that govern how speakers express themselves in order to prevent offense or discomfort. Language's job becomes not just the conveyance of ideas, but also the negotiation of social roles and expectations. Politeness methods fluctuate throughout cultures, and what is deemed polite in one linguistic group may not be considered nice in another.

In the United Nations' speech on Palestine and Israel, the United Nations uses politeness strategies in it. In the United Nations speech, the diploma uses several

politeness strategies. The speech brought by the United Nations in its account (United Nations) discusses the war that occurred in Palestine by Israel. In the United Nations speech, they tried to solve the problem first by holding it diplomatic. When Hamas launched an attack on Israel on October 7, the UN urged diplomatic efforts to prevent further violence. The global organization also urged Hamas and Israel to stop further fighting. Then the assistance provided by the United Nations is that they provide medical supplies and nurses, the UN involves the World Health Organization (WHO) to enter medical supplies into the Gaza Strip, although it must experience delays by Israeli forces. The UN has also established 64 schools in Gaza which in this war is used as a refuge for Palestinian refugees.

In delivering a speech, the United Nations must make an effective speech so that people want to listen and they believe in what is being said. The international UN organization requires politeness in speech that can increase popularity and improve its image to the government, its friends, and even the public. In a speech, when he wants others to believe in his speech, he must use politeness strategies, and in the UN speech about Palestine Israel used politeness in his speech. He delivered his speech in English. The choice of words from his speech shows a symbol of politeness in accordance with the rules of English in English conversation because seen in terms of different environments and cultures. They use standard and polite English in their speeches. In this research proposal, we will examine the language politeness in the United Nations speech about Palestine and Israel.

In this study, the researcher uses YouTube videos from the United Nations regarding the Palestinian and Israeli conflict. In the UN video on the Palestinian-Israeli conflict, there are many instances of positive and even negative politeness in the discourse. This speech will examine using Brown and Levinson's theory and politeness strategy.

Research on politeness strategies has been conducted in several theses or journals. To conduct this study, the researcher took some information from several studies on politeness in an utterance as a reference from previous studies.

Hartati (2021) conducted a research entitled “*An Analysis Of Politeness Strategies In Sule’s Podcast*“. Hartati identified politeness strategies by using Brown & Levinson's theory (1987), she examined the types and factors that influence the use of politeness, and she found all politeness strategies in Sule's podcast. They are based on recorded politeness strategies, positive politeness strategies, negative politeness strategies, and unrecorded politeness strategies.

Sari (2016) conducted a research entitled “*An Analysis Of Politeness Strategy In Barack Obama’s Victory Speech*“. Sari identified politeness strategies by using Brown & Levinson (1987) she examined the types of politeness strategies and how the process of applying politeness. The research findings show that Barack Obama applied a politeness strategy since he delivered his utterance in his victory speech. Barack Obama performed a positive politeness strategy by joking, intensifying interesting, exaggerating, complimenting, including S and H in the activity, being optimistic, promising, offering, and assuming or asserting reciprocity.

Kurniawan (2015) conducted a research entitled “*An Analysis Of Positive And Negative Politeness Strategies In An Interview Of Mark Rutte On Metro TV’s Face 2 Face With Desi Anwar Program*“. Kurniawan identified positive and negative politeness strategies by using Brown & Levinson (1987) he examined the types of positive and negative politeness and the reasons for using positive and negative politeness. The research findings Desi and Rutte will differ in employing the strategies because they have different occupations, roles, and social backgrounds. Their relative power, social distance, and rating of imposition influence the choices of their strategy.

As previously stated, numerous research employs pragmatics, particularly in politeness technique. Furthermore, there are several statistics that assess civility in speeches, podcasts, interviews, and other contexts. Some of the studies below, however, have distinct goals and issues. Similarly, this study differs from past research, particularly in the usage of data objects and the research topic, earlier research did not explain the politeness function itself, but the author will do so in this research. This research will analyze positive and negative politeness strategies

in speeches by UN diplomats on YouTube to understand what messages are conveyed by their words, especially in the use of politeness strategies that indicate their utterances this research wants to examine more deeply the politeness used by the UN diplomats as the object of this research data. Therefore, the researcher has an idea to title this research, "An Analysis of Positive and Negative Politeness Strategies in United Nations Speeches on the Israel-Palestine Conflict".

Researching positive and negative politeness in UN speeches on the Israeli-Palestinian conflict is very interesting because this situation involves very complex and often emotional communication dynamics at the international level. Speeches at the UN are not only a means of conveying political views, but also a diplomatic effort that is closely related to the handling of prolonged and complex conflicts. Analysis of positive politeness in speeches can provide insights into the way speakers strive to build a positive image, create a dialogic environment, and show respect for the various parties involved. On the other hand, negative politeness research can reveal communication strategies used to avoid direct confrontation or touching on highly sensitive issues. Through an understanding of positive and negative politeness in UN speeches on the Israeli-Palestinian conflict, we can gain a deeper perspective on how language is used in an effort to achieve understanding and solutions at the international level, as well as how these communicative efforts affect global perceptions of the conflict.

## **1.2 Statement of Problem**

There are some aspects or strategies that may be unknown to the general public. One such aspect is the presence of implied or covert "face-threatening acts" (FTAs) in the speech. While the speech may sound polite and full of respectful words, in diplomatic communication, there are often hidden or implicit messages that can contain elements of threat to the "face" (self-esteem or image) of the other party. This can include denial, disapproval, or pressure on the other party without directly conveying it. Understanding this can provide deeper insights into the

dynamics of politeness in speech and open people's eyes to layers of complexity that may not be directly visible.

The problem of this research is how politeness strategies are realized in United Nations speeches regarding the conflict between Palestine and Israel, the researchers have formulated the following research questions to find out more about pragmatics, as follows:

- 1) What functions of UN diplomats' positive and negative politeness strategy are revealed in their speeches on the Palestinian-Israeli conflict?
- 2) How do diplomats strategically employ positive and negative politeness strategies in international discourse?

### **1.3 Research Objective**

1. To identify the function of UN diplomats' positive and negative politeness strategies revealed in their speeches on the Palestinian-Israeli conflict.
2. To reveal how to process the ways diplomats strategically employ positive and negative politeness strategies in international discourse.

### **1.4 Research Significance**

Theoretically, this research is expected to increase the linguistics knowledge of the pragmatics field in general, especially in the study of politeness strategies. In addition, this study is expected to provide accurate information for understanding the theory of pragmatics about the pragmatics aspects of the politeness strategies. And became knowledgeable for further research in the same field and provide enough information about related topic.

Practically, this research is expected to increase society's knowledge in choosing the strategy of communication and it is also expected for students who want to learn further about linguistics. For future research, this study contributes to

the development of new findings or the confirmation of current ideas, as well as to continue research in the field of linguistics in pragmatics studies that explore politeness.

### **1.5 Definition of Key Terms**

#### Pragmatics

The study uses the term pragmatics to refer to the study of speaker meaning, contextual meaning, how much is transmitted beyond what is spoken, and the representation of relative distance. Sometimes the statement has an implied message (Yule, 1996).

#### Politeness

The term politeness in this study refers to two types of faces that represent two separate desires present in every interaction: negative faces (desire to express one's thoughts without opposition) and positive faces (desire to have one's contributions approved). Politeness methods are used to avoid the listener's discomfort with what the speaker is discussing (Brown, Penelope Levinson, 1987).

#### Politeness strategy

This study applies politeness strategy to state that effective communication requires politeness strategies that address mutual understanding, clarity, dignity, and respect. In addition to the politeness methods used by speakers and listeners in their speech, self-image is an important factor to consider, self-image in this context refers to the face.

#### Positive politeness

For the purposes of this study positive politeness is used to express that positive politeness is a method of politeness theory that aims to decrease threats to the hearer's positive image. This strategy seeks to make the hearer feel good about themselves, their interests, or their possessions and is most typically used in

situations where the audience is familiar with one another or when an individual's positive face needs or self-worth must be fulfilled.

#### Negative politeness

This research employs the phrase negative politeness strategy to describe strategies aimed at avoiding imposing on people or invading their space or emotions. It entails employing words or actions to reduce the imposition or danger on the addressee's face or sense of self.

#### Speech

This research discusses the use of utterances in speech. Speech is a type of oral communication in which a speaker addresses an audience with a specific goal, such as informing, motivating, or changing their thoughts about something.

