

Politeness Strategies of German Chancellor Angela Merkel Speech on G8 Movement

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Abstract-- Politeness is an attitude that is considered a person is good. In social life, politeness takes precedence over opposing attitudes to society itself. Therefore, the author is interested in researching politeness speech. In this study, the author takes a segment of a video interview when Angela Merkel involved in the movement of the G8 from youtube. In addition, the author also copies text from the video interview in German and translate it from German into English. This study aims to describe politeness strategies used by German Chancellor Angela Merkel and identify the relationship between politeness strategies used by Chancellor Merkel. The method used in this research is descriptive qualitative. Definition pragmatic used to analyze how they affect the speech of speakers and addressees in communication. The results of this study indicate that (1) speech acts of expressive and directive, (2) speak strategies with nonsense, (3) the strategy of politeness positively with marker identity markers in the group, (4) avoid disagreement, (5) shows optimism, (6) negative politeness strategies, and (7) the relevance between the Moderator and German Chancellor Angela Merkel.

Keywords— Speech Act, Positive Politeness Strategies, Negative Politeness Strategies, Angela Merkel's Interview Video, Relevance

I. INTRODUCTION

ONE of the functions of communication is to maintain social relations with language as the ingredients.

Language as a means of communication have a rule or rules that govern how the speaker recalled that their relationship with the hearer goes well. Indirectly it can be said that one will speak with a certain strategy by paying attention to the status of the speaker. Through these considerations, the speaker can show respect or not the addressees. Therefore, the speaker needs to be careful before narrate. One of them is to use politeness strategies. Politeness strategies is essential in speaking and there are two kinds of politeness strategies, the positive and negative politeness strategies (Brown and Levinson 1978). Meanwhile, Leech (1983: 131) described politeness is that concerning the relationship between the participant communication, ie speaker and listener.

Speaking of a head of state is often a public concern because what is conveyed through the speech is a representation of policies that will affect the audience. Speech of a chancellor concern is usually stated in political speeches and interviews in a news event. Political dialogue spoken strategy contains specific spoken strategy, one form of

politeness strategies. The research of this politeness strategy rests on oral data through German-language interviews of political interviews. In short, political interviews in this study will see a chancellor's interview, also involved in a G8 movement and into the world's spotlight. She is the German chancellor, Angela Merkel.

Angela Merkel began her career as a German chancellor on November 22, 2005. She was the first woman and the first person to lead an office in East Germany. Angela Merkel was born in Hamburg on July 17, 1954. She is a Protestant Christian and she is married to Joachim Sauer. Before she became Chancellor of Germany, from 2002 to 2005 she had been Chairman of the CDU / CSU Party in the Bundestag, Germany. Angela Merkel also represented Germany at the G8 Movement. She can be regarded as an important figure of the UN members coming from Germany. Her statements influenced the world's political constellation especially in Germany and in the interview video Merkel was seen to be careful when speaking because she was also dealing with opposition. This is seen in his dialogues with the moderator. In the dialogues of hers which was witnessed by many people, the concept of "face" a major factor, and as previously described, the dialogues of chancellor Merkel has attracted the attention of many people, particularly attracted the attention of the opposition because at that moment she could see the realization of the acts she said. Therefore, this study intends to examine the dialogue through a copy of the text of the video interview in German speaking scientifically politics by adhering to the concept of "face" proposed by Brown and Levinson (1978).

According to Brown and Levinson (1978), the face has two components, namely face-positive refers to the self-image of each person who has a desire for what you have, do, and believed always appreciated by others and face negative reference to the self-image everyone who wants to be free to do what he wants without the interference of others and free from the necessity to do something. Based on the concept of the face, Brown and Levinson (1978) show that there are many ways to avoid Face Threatening Act (FTA) formulated into five strategies, namely (1) speak frankly without preamble, (2) speak frankly with basa (3) speak frankly with negative politeness, (4) speak vaguely, and (5) speak "in the heart" or silence.

Referring to the background of the above problem, two main questions that form the problem are formulated as

follows.

1. What kind of politeness strategy is used by Chancellor Merkel?

2. How does the positive and negative politeness strategy that Chancellor Angela Merkel uses with its implicatures?

The main objectives of this study are as follows.

1. Describe the politeness strategy used by Chancellor Merkel.

2. Identify positive and negative politeness strategies used by Chancellor Angela Merkel in a German interview video.

II. RESEARCH METHODS

The source of research data is a segment of a video interview in German, the interviewees was chancellor of Germany, Angela Merkel. The research data in the form of a copy of the text of video in German and the translation of a text copy of the video. This study used a qualitative descriptive approach.

The data analysis in the form of a text copy of the video is done by step as (1) copying the text from the German video and (2) translating from German to English. The analysis steps are: (1) reviewing the theory studies of Brown and Levinson politeness strategies and (2) to relate the politeness strategy used by Chancellor Merkel.

III. THEORETICAL BASIS

A sociologist named Ervin Goffman suggests the concept of "face" in 1956, which was later developed by Brown and Levinson (Renkema 2004: 24-25). Brown and Levinson (1978) developed the concept of "face" is to build a theory about the relationship intensity FTA with politeness realized in language (Renkema, 2004: 25). FTA intensity expressed by weight which includes three social parameters, namely (1) the degree of interference with respect to the absolute weight of certain actions in certain cultures, for example, asking "may I borrow your bicycle?" have different weights with asking "may I borrow your pencil?", (2) the social distance between the speaker and the addressees, for example the weight of the above two requests is not very large if both expressions are addressed to you, and (3) the power of the speaker (Renkema, 2004: 26).

The politeness is not determined by the level of tone (intonation), but rather refers to the concept that speaks. The concept of politeness that formulated in the form of rules forms the principle of politeness, while the concept formulated in the form of a strategy of forming the theory of politeness. Civility in this case can be understood as an effort to prevention or repair of damage caused by the FTA; the greater the intensity of the FTA threatens the stability of communication, more politeness strategies are needed. Politeness, face work technique that aims to get a positive face is called solidarity politeness. This can be done with praise; whereas politeness committed for the purpose, it is called respect politeness.

Politeness theory developed by Penelope Brown and Stephen Levinson closely related to linguistics in theory designing messages, by reason of a connection using the theory of politeness in pragmatics. Brown and Levinson believe that politeness is a goal, because it is a culturally valuable value. Brown and Levinson argued about the

importance of modesty in speaking strategy practices that do not threaten advance or called the Face Threatening Act (FTA).

Related to this politeness strategy, Brown and Levinson (1978) in his research indicate that there are many ways to avoid a reduced FTA into five different ways contained in the chart below.

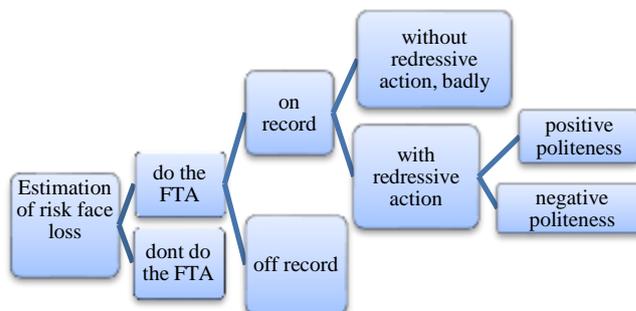


Fig. 1 Politeness Strategies of Brown and Levinson
(Brown dan Levinson, 1978: 69)

Based on the picture above there are five strategies speak, ie:

- (1) Speak frankly without further ado.
- (2) Speak frankly with positive courtesies.
- (3) Speak frankly with negative politeness gestures.
- (4) Speak vaguely.
- (5) Not to say anything or not to do face threatening act (FTA).

In detail, the five strategies of politeness by Brown and Levinson (1978) can be explained as follows:

1. *FTA on record as bald on record without redressive action*

Speak with the first strategy is expressed directly or without concealed, with the modus imperative utterances or speech acts directive. Speak to speak frankly strategy without further ado is also disclosed in emergencies without regard to the status of addressees. It is often used by speakers who have a higher status or strength than their speakers. This strategy is often called superstrategic.

a. *FTA on record with redressive action (positive politeness)*

Speak in positive politeness means used to show respect, solidarity, sympathy and friendship and the same desire. The purpose of politeness strategy is to maintain stability among so can a friendship and closeness between the speaker and the hearer. This is called solidarity strategy with its use of nicknames, the same dialect as the speaker and slang phrases as well as the preamble of this intimacy. This strategy is also used to seek approval and avoid the tendency toward disagreement that led to the emergence of the argument. Brown and Levinson outlined 15 strategies to avoid the possibility of FTA positive, namely: (1) notice of H (interests, desires, needs, object), (2) exaggerated (agreement, sympathy with H, (3) the expression of observations about what that interest H, (4) wear a similarity identity marker group, (5) seek agreement, that is talk about a topic that is safe and repeat what the speaker, (6) avoid disagreement, (7) the presumption of shared common ground, (8) kidding, (9) emphasize knowledge or awareness of speakers on the desire H, (10) give the offer and promise, (11) behave optimistically, (12) Include

speakers and H into the activity, (13) give (or ask) reasons, (14) show reciprocity, (15) give something to the H (goods, sympathy, understanding).

b. *FTA on record with redressive action (negative politeness)*

A speak frankly of negative politeness is used as an apology for the disruption of the scope and comfort of the speaker on the utterance that will be generated to minimize the imposition, for example, a preface with hedges such as *I'm sorry to bother you, but..., I was wondering if...* etc. This strategy is often referred to as the formal politeness.

c. *FTA off record*

Speak vaguely formulated indirectly in tuturannya because of the high level of existing FTAs. The formulation is done through several ways, among others: using satire metaphor or through speech mean ambiguous or vague. This strategy is often also done by not completing a speech or speak with a stammer as I know about that but ... or by using an ellipsis.

d. Not FTA

The silent-spoken strategy is the strategy that the speaker does in the act of refraining from verbally expressing his / her request to the speaker because of the unlikely situation. This strategy is the most indirect strategy in delivering the message of the speaker to the hearer. This politeness strategy does not contain illocutionary power so there is no damage to advance FTA or addressees. Politeness strategies can be applied through a pre-request consisting of pre-invitations and pre-announcements.

Meanwhile, another expert opinion put forward the theory of politeness strategies, namely Leech. Leech trying to save Grice theory by proposing that contains the politeness principle that every hearer not only speak to cooperate in communication to adhere to the principle of cooperation, but also need to use the principles of politeness so percakaan not impressed "straight" and rigid. According to Leech (1983: 81), the principle of politeness contains the following thimbles: (1) maxim of tact, (2) maxim of generosity, (3) maxim of approbation, (4) maxim of modesty, (5) maxim of agreement, (6) maxim of sympathy, (7) maxim of consideration.

IV. ANALYSIS

This section describes the research and analysis of the relation of politeness strategies used by Chancellor Angela Merkel. Strategy spoken most often used by Chancellor Merkel is speak frankly with pleasantries, speak frankly without further ado positive politeness, and speak with negative politeness. Meanwhile, in this study the authors also wanted to examine the implicatures in Chancellor Merkel recalled strategy. To find the implicatur in the speech, the author uses the relevance theory proposed by Sperber and Wilson. According to Sperber and Wilson, relevance theory is a theory that contains the correspondence between the subject to form of conversation. Relevance contained in this video appears in the dialog between moderator and Angela Merkel on Merkel function while representing Germany at the G8 Movement.

1. Transcript Text Video of German Political Interview and Strategies in German's video interview

In a video interview with the topic of politics consists of defensive self-image and improving the welfare of the German people. For defense topics self-image and improving the welfare of the German people, the authors found six text copy of Chancellor Merkel answers that show that Merkel played a certain politeness principle. By playing the principle, Merkel wants to build a certain image of herself, especially when she discusses certain issues that are under debate.

Several copies of the text of the reply from Chancellor Merkel sought the kind of strategy of politeness. To facilitate and deepen the form of analysis, the author begins by talking about words, phrases, and phrases that go into (1) a straightforward, unceremonious strategy, (2) to speak frankly with positive politeness gestures with substrategy using (i) marker of identity within the group; (ii) avoid disagreement; (iii) indicate optimism; (iv) give or ask a reason, (3) speak frankly with negative politeness gestures with impersonal use principle substrategies and utter speech acts as general terms, and (4) implicatures in Merkel's Chancellor's strategy. The following analysis of the strategy speak frankly without further ado.

2. Speak frankly without further ado

Talking with this first strategy is expressed directly or without cover-up, with expressive speech acts. The Strategy of speak frankly without further ado in the German-speaking political interview video looks like the example below.

(i) Also ehrlich gesagt finde ich diese Unterscheidung zwischen Außenpolitik und Innenpolitik in zwischen zum Teil sehr kurzfristig. Es gibt, eh, kaum noch Dinge, eh, die wir so einfach aufteilen können. Wenn ich in Deutschland Patentrecht mache, wenn ich Exzellenzinitiativen unterstütze, wenn ich mich darum kümmere das 3 Prozent unseres Bruttoinlandsprodukts in Forschungsausgaben gehen, dann, ehm, kann ich nicht sagen, eh, das ist Innenpolitik, aber ich kümmere mich um den Schutz unseres geistigen Eigentums überhaupt nicht. Das heißt Innen- und Außeneuropapolitik greifen unheimlich zusammen. Wenn wir fragen, ist das Briefmonopol bei uns aufgehoben, dann hat das unbedingte Auswirkungen wie die europäischen Regelungen sind, wie die anderen europäischen Länder sich verhalten.

'So frankly, I find this distinction between foreign policy and domestic policy in between some very short-sighted. There is, anyway, hardly things anyway that we can so easily divide. If I am a patent lawyer in Germany, if I support excellence initiatives, if I take care of the 3 percent of our gross domestic product in research expenditure, then, ehm, I can not say, eh, that is internal policy, but I care about the protection of our intellectual Property at all. That is, inner and outer European papolitics intertwined. If we ask, the monopoly of letters is abolished with us, then the unconditional effects as the European regulations are like the other European countries.'

Speech (i) is a type of expressive speech act because this type of speech act is intended to speak for its speech interpreted as an evaluation of the things mentioned in the speech. In the speech (i) shows that the speakers criticized the government's policies both domestic and from abroad.

Sentences that indicate the expressive speech acts are *Also ehrlich gesagt, finde ich diese Unterscheidung zwischen Außenpolitik und Innenpolitik inzwischen zum Teil sehr kurzsichtig*. In the sentence is said to be expressive because it contained the word "sehr kurzsichtig" which is translated into English, is "very less". Speakers strongly criticize the policy of government both from Germany itself and from abroad.

In the example (1) is substrategy speak frankly without further ado. The parameters in the speech situation (1) is a powerful speaker on addressees and speech acts performed in the mass media or a third party listening in a conversation conducted by the speaker and hearer. This suggests that Chancellor Merkel has the status and power (politics) is higher than the addressees. In the speech (1), the strategy speak frankly with no niceties with substrategy overestimate because the particles used in the speech, which "sehr" translated into English is very.

3. Speak frankly with positive politeness

Speaking with positive politeness means the speaker wants to show appreciation, a sense of solidarity, sympathy, and friendship and the same desire. The goal is to maintain stability among so can a friendship and closeness between the speaker and the hearer. This strategy has substrategies can soften illocutionary power, namely (a) notice of H (interests, desires, needs, object); (b) exaggerate (agreement, sympathy with H); (c) disclose observations about what interests H; (d) using the similarity group identity marker. This sub-strategy consists of speech, using dialect, using *jargon*; (e) seek agreement, which means talk about a topic that is safe and repeat what the speaker says; (f) avoid disagreement with the use of "on the lips" approval, pseudo agreement, and hedge (fence); (g) presuppositions or common ground shared preconceptions; (h) joking; (i) emphasizing the speaker's knowledge or concern over the speaker's or H's wishes; (j) provide bid and promises; (k) be optimistic; (l) involving the speaker and hearer into activity; (m) give (or ask for) reasons; (n) indicates reciprocity; (o) give to the addressees or H (goods, sympathy, and understanding).

However, in this study, the authors only found Chancellor Merkel recalled strategy with similarity identity marker substrategi group, as seemingly in the following example.

(ii) Das war eine unglaublich spannende, herausfordernde Zeit, in der nicht nur ich, sondern auch alle Mitglieder des Kabinetts neue Eindrücke bekommen haben, sich eingesetzt haben und wir haben da auch ganz prima zusammengearbeitet.

'This was an incredibly exciting, challenging time, in which not only I, but also all the members of the Cabinet got new impressions, and we worked together very well.'

(iii) Ich persönlich bin auch sehr zufrieden, weil ich die Erfahrung machen konnte, bei all diesen Verhandlungen, das wir immer wieder Freunde und Partner, Unterstützer getroffen haben.

'Personally, I am also very satisfied, because I could make the experience in all these negotiations, which we have always met friends and partners, supporters.'

(iv) Das Vorschlagsrecht hat die Kommission und jetzt muss man sich vorstellen: In der Kommission sind 27 Kommissare. Jedes Land schickt einen Kommissar. Im Europäischen Parlament sind Abgeordnete aus allen Ländern. Wir können auf der Grundlage der Verträge Dinge vereinbaren, wo nicht sofort alle mitmachen. Das ist beim Euro zum Beispiel so.

'The Commission has the right to make a proposal and it is now necessary to envisage the following: 27 Commissioners are in the Commission. Each country sends a commissioner. Members from all countries are members of the European Parliament. We can agree things on the basis of the treaties, where not all of them immediately join. This is so, for example, the euro.'

The strategy of telling frankly with positive courtesies by using the identical identity marker of this group contains the power of illocution, which is action. Example (ii), (iii) and (iv) shows the expression form *wir* which means we are or we are mutually exclusive with the intention of significant personal pronouns plural I and the third person, does not involve a second person. We in speech (ii), (iii) and (iv) government of Chancellor Merkel shows, the overall support, as well as leaders of other countries because Chancellor Merkel statement identified themselves as members of a group with addressees. In addition, said *wir* softening effect so that the illocutionary power of speech Chancellor Merkel to be polite.

Meanwhile, the following speech contained the strategy of speaking with positive politeness with substrategy to avoid disagreement.

(v) Naja, es ist ja so, dass wir als Europäer z.B. bei G8 auch durchaus ambitioniertere Ziele haben. Aber mein Hauptpunkt ist jetzt gar nicht zu sagen, wo ich mir persönlich mehr versprochen hätte und andere sich wieder weniger oder aus ihrer Sicht auch mehr.

'Well, it is so that we as Europeans for example. at G8 also have quite ambitious goals. But my main point now is not to say that I personally would have expected more and others less, or again, in their view even more.'

Merkel speech (v) indicates their desire to Chancellor Merkel dismissed the notion of a moderator, but it is not done in a way Chancellor Merkel reject it directly. This is done by Chancellor Merkel to reduce disagreement. Chancellor Merkel technique is then to create the impression mannered because they tend to respect the opinions of addressees. The use of the phrase "naja, es ist ja so" translated into English, namely "hmm well, so" indicates the existence of Chancellor Merkel efforts to reduce disagreement.

(vi) Also ich empfehle Konzentration auf die eigene Arbeit. Die Wünsche und die Erwartungen der Bürger auch erfüllen. Sich an die Menschen im Lande richten und dann werden wir Erfolg haben, und zwar nicht nur eine Partei in einer Regierung, sondern beide Parteien.

'So I recommend concentration on your own work. The wishes and expectations of the citizens meet. We will be successful in the people of the country and not only in one government, but both parties.'

Speech (vi) is a type of speech act directive because this type of speech act is intended for the speaker to make his

speech perform the action according to what is mentioned in his speech. The word that marks the act of speech directive is *ich empfehle* which is translated into English as I suggest. The speech sentence (vi) is included in the directive speech act because the speech is spoken by the speaker with the intention of Chancellor Merkel suggesting that his members only concentrate on his work as the wishes and expectations of the citizens are fulfilled.

4. Speak frankly with negative politeness

In this study, the authors found a strategy speak frankly with negative politeness pleasantries with substrategy use impersonal forms, as shown in the example below.

- (vi) Aber natürlich, nach so einer Phase der Arbeit, ist die Aussicht auf ein paar Tage Urlaub auch nichts Schlechtes. Aber die Zeit hat wirklich Spaß gemacht.
'But, of course, after such a phase of work, the prospect of a few days of vacation is also nothing bad. But the time was really fun.'

Strategy speak frankly with the preamble of negative politeness in the form of impersonal which means no mention of speakers and listeners. Parameter situation in speech (vii) is the speaker or the German Chancellor did not mention anyone, but she only mentioned after phase work their day off and she did not touch on things that are bad for a vacation. Although the form of speech (7) is more indirect, but in this speech situation, the Chancellor Merkel's speech contains a high level of face vulnerability due to the phrase *nichts Schlechts* translated into English, ie nothing bad and there is also relevance between questions of Moderator and answer from Chancellor Merkel.

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V. CONCLUSION

Based on the findings and discussion of data analysis tailored to the purpose of the study, the authors found the following matters:

1. Chancellor Merkel's speech strategy in German politics interview video using three strategies from five strategies formulated by Brown and Levinson, the strategy of telling frankly without further ado; speak frankly with positive politeness, and speak frankly with negative politeness. Overall, the most frequently used strategy is the strategy speak frankly with the preamble of positive politeness because Chancellor Merkel wants to build a certain image about him, especially when he discusses certain issues that are in the debate; second, Chancellor Merkel used the strategy speak frankly negative politeness as being attractive to look at is the speech of German Chancellor contains high levels of threatening advance so that it feels less mannered, and he also used the strategy speak frankly without further ado.
2. Based on the analysis that has been done, the theory of relevance is able to identify the relationship between the politeness strategy that Merkel Chancellor uses with implication, and clearly, Sperber and Wilson's relevance theory is able to explain the implicatures in the German-language political interview video. The strategy relates this to its implicatures, the strategy of speaking using a strategy without preamble, a straightforward strategy of positive politics and negative politeness has strong implicatures because the speakers require little effort to process it. In this case, the Moderator can understand the intent of Chancellor Merkel's speech. Meanwhile, Chancellor Merkel's speech contains many contextual effects.

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