

POLITENESS IN ADVERTISEMENTS: BASED ON NON-VERBAL CUES

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Abstract

Politeness is not a new issue or topic (discussion) to study or research today. Many discussions on politeness have been made in connection with modesty in the life of the community today; either in Europe, Russia, United States and Southeast Asia. Researchers and founder of politeness theories such as Brown and Levinson (1987) introduce the notion of 'face' during interaction in order to illustrate politeness which is 'positive face' consistent with self-image or personality to be appreciated and approved and 'negative face' the basic claim to territories, personal preserves and rights to non-distraction. Grice (1975) defines politeness refers to communication with courtesy which shows cooperative principle and the principle of politeness. He introduces four maxims in cooperative principle; maxims of quality, maxim of quantity, maxim of relation and maxims of manner. Leech (1975) defines politeness as forms of behaviour that establish and maintain comity in any social interaction with his Politeness Principle, which is; tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim.

In the Malay community, politeness is good manners that bring guidance for the relationship (relationship) we have with others. The sense of tolerance and acceptance of an action must be acceptable to both parties in communication. Generally politeness is an act, behaviour and words either done or spoken by the way of respect, moral, courteous, and beautiful. As a cultural heritage and custom of the Malay community, politeness in this study is adjusted to the values of Islam as Islam is the way of life of Malay society. Therefore, besides referring to politeness theory, al-Quran and hadith will also be the basis of this study.

Like in other communities, in the Malay society politeness not only can be seen in the form of verbal but also in non-verbal communication. Body gestures, eye contact, touching behaviour such as handshakes, holding hands, kissing (cheek, lips, and hand) and other non-verbal cues can shows polite or impolite behaviour. For example, eye contact can indicate either the persons we talk to are interested to communicate or not. Not only that, eye contact also can show whether the person is telling the truth or not.

This study will focus on non-verbal politeness in government and business advertising based on ads of 'piece of life'. This is because ads of 'piece of life' can show politeness and good manners that are practiced in everyday community life. There are 50 ads taken from 27 November 2013 to 1 January 2014 at RTB1, RTB2, TV2 and TV3.

The objectives of this study are first to see the realisation of non-verbal politeness in the ads. Second, this study indirectly will analyse the value of impoliteness practice in the ads. Thirdly, this study is also aimed to see the different realisations of good manners in the advertising as well as the factors that influence the realisation of the politeness (and impoliteness).

Significantly this study shows politeness of non-verbal practiced by the Malay community, especially in ads produced. It encourages Malays to practice good manners either in verbal or non-verbal communication in everyday life. Besides that, this study also brings awareness to the community and the relevant authorities on the importance of the practice of good manners in everyday life in any activities or events for the nation and country manners reflect. And basically, as a Malay community, especially the Malays of Brunei, politeness is upholding the philosophy of Malay Islamic Monarchy.

Keywords: Politeness, Non-Verbal Communication and Advertising.