

**A STUDY OF FORMS AND FUNCTIONS OF DIRECTIVES IN
ADVICE COLUMNS FROM AN ENGLISH-DAILY**

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**FACULTY OF LANGUAGES AND LINGUISTICS
UNIVERSITY OF MALAYA
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ABSTRACT

This study investigates the forms and functions of directives in an advice column of a local newspaper. The forms and functions of directives are intricately related to the protection of face. Thus, the (im)politeness and face-saving strategies used in the advice texts are also analysed. The forms and functions of directives are identified based on the theoretical frameworks of Ervin-Tripp's (1976), Blum-Kulka (1987) and Eken's (1996). To rationalize the relationship between forms and functions of directives and the protection of face, the theoretical frameworks of (im)politeness adopted are the positive-negative politeness theory (Brown and Levinson, 1978, 1987) and the frame-based view (Terkourafi, 2005). The face-saving strategies are identified based on the frameworks of Blum-Kulka, *et.al* (1989), Skewis (2003) and Uso-Juan and Martinez-Flor (2008). This study found that imperatives and hints are the most frequent forms used in the advice texts. The high occurrence of imperatives and hints shows the acceptability and appropriacy of these structures in the advice texts. It also illustrates the balance of direct and indirect strategies as well as the positive and negative politeness in the interaction. To intensify and mitigate the directives, the face-saving strategies that are frequently applied are the syntactic mitigation, preparators and grounders (external mitigators) and modal auxiliary verbs and adverbs (internal mitigators). In sum, this study discovers that the society of written advice texts prefer imperatives and hints to maintain their face in the interaction. Plus, the presentation of taboo issues such as affairs, marital problems and sexualities in public also indicates the openness of the advice column's society in accepting dynamic social matters.

ABSTRAK

Kajian ini mengenal pasti struktur dan fungsi direktif dalam teks nasihat. Oleh kerana struktur dan fungsi direktif berkait rapat dengan kesopanan dan 'air muka', isu-isu ini turut di kaji dalam kajian ini. Struktur dan fungsi direktif dikenal pasti berdasarkan teori rangka kerja Ervin-Tripp (1976), Blum-Kulka (1989) dan Eken (1996). Sementara itu, isu kesopanan dan menjaga 'air muka' dikaji berdasarkan teori Brown dan Levinson (1978, 1987) dan Terkourafi (2005). Akhir sekali, 'strategi mitigasi' dikenal pasti berdasarkan teori Blum-Kulka *et.al* (1989), Skewis (2003) dan Uso-Juan dan Martinez-Flor (2008). Kajian ini mendapati bahawa imperatif dan klu adalah struktur-struktur yang paling banyak digunakan dalam teks nasihat. Peratus imperatif dan klu yang tinggi menunjukkan penerimaan dan kesesuaian struktur-struktur ini untuk digunakan dalam teks nasihat. Ia juga menunjukkan keseimbangan antara struktur langsung dan tidak langsung serta keseimbangan antara strategi kesopanan positif dan negatif dalam teks nasihat. Untuk mengurangkan penekanan dan menekankan direktif, strategi menjaga 'air muka' yang paling kerap digunakan adalah strategi sintaktik, penggunaan ayat-ayat penyediaan dan penggunaan ayat-ayat penekanan (mitigasi luaran), kata kerja bantu dan kata bantuan (mitigasi dalaman). Kesimpulannya, kajian ini mendapati bahawa masyarakat yang terlibat dengan teks nasihat lebih gemar menggunakan struktur langsung imperatif dan struktur tidak langsung klu semasa berinteraksi. Tambahan pula, isu-isu tabu yang dibincangkan secara umum seperti hubungan sulit dan seksualiti melambangkan sikap keterbukaan komuniti yang terlibat dengan teks nasihat dalam isu-isu sosial.

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DEDICATION

To My Beloved Mama and Ayah, Fadzilah and Adi

For their love, prayers and patience

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For their trust, encouragement and advice

To My Beloved Sister and Brother, Kak Ami and Farhan

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To All My Relatives, Friends and Colleagues

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