CHAPTER I

INTRODUCTION

This chapter describes the introduction of this study. They are background of the study, focuses of the study, significances of the study, scope and limitation of the study and operational definition.

1.1.Background of The Study

Language is a means of communication for human being and it develops dynamically through various changes. Studying of language means concerns to linguistics as one of the scientific disciplines. By regarding to this case, the writer interested in analyzing certain politeness strategies which are applied in communication between speaker and hearer (Brown & Levinson: 1987). Here, politeness strategies are suitable theory to observe behavior of participants in communication.

This study is also strengthened by Yule's statement that politeness is the idea of polite social behavior, etiquette within a culture. Being could be being tactful, generous, modest, and sympathetic toward others. Studying of language is concern to linguistics as one of the scientific disciplines (Yule: 1996). Human is social creature that has the need to communicate with others.

Communication is defined as a process by which we assign and convey meanings in an attempt to create shared understanding, both the speaker and hearer should hold to general rules or principles and there by use certain strategies. An often used strategy to achieve this is politeness. In common, polite behavior can be said the attitude of someone appropriately within a culture in the society (Yule, 1990:60).

Politeness Strategies are strategies that are used to minimize or avoid the Face Threatening Acts (FTAs) that a speaker makes. In addition, Brown and Levinson stated that Positive and Negative Politeness influence the use of politeness strategies.

According to Brown and Levinson, politeness strategies are developed in order to save the hearer's "face". Face refers to a speaker's sense of linguistic and social identity, which is defined as "the public self-image that every member (of the society) wants to claim for himself"

In everyday conversation, there are ways to go about getting the things we want. When we are with a group of friends, we can say to them, "Go get me that plate!", or "Shut-up!" However, when we are surrounded by a group of adults at a formal function, in which our parents are attending, we must say, "Could you please pass me that plate, if you don't mind?" and "I'm sorry, I don't mean to interrupt, but I am not able to hear the speaker in the front of the room." I different social situations, we are obligated to adjust our use of words to fit the occasion. It would seem socially unacceptable if the phrases above were reversed.

The application of politeness strategy occurs when speaker realizes that saving the hearer's face is important. It would not be polite if a speaker directly gives an order, for example, to someone that has social distance relationship with him (to a

3

stranger). It may threaten the face of the hearer. This explanation can be illustrated in

the following example. This dialog happens in a public transportation:

People A: what a hot day!

People B: yes and I will open the window, it will be nice, isn't it?

People A: thank you

Based on the example above, the situation in a public transportation

is hot and the window beside B's chair is closed, A tries to give an order to B to open

the window. The fact, A and B are stranger, A decides to use Off Record (give a hint)

to state his order by saying, "What a hot day" and expects B to recognize what he

actually says (Brown and Levinson, 1987:213). As result, B noticed what he intended

meaning behind As utterance and so that the communication moves smoothly

Brown and Levinson (1987) defined positive face two ways: as "the want of

every member that his wants be desirable to at least some others executorsor

alternately, "the positive consistent self-image or 'personality' (crucially including

the desire that this self-image be appreciated and approved of) claimed by interactants.

Negative face was defined as "the want of every 'competent adult member' that his

actions be unimpeded by others", or "the basic claim to territories, personal

preserves, rights to non-distraction.

Ten years later, Brown characterized positive face by desires to be liked,

admired, ratified, and related to positively, noting that one would threaten positive

face by ignoring someone. At the same time, she characterized negative face by the

desire not to be imposed upon, noting that negative face could be impinged upon by imposing on someone.

Positive Face refers to one's self-esteem, while negative face refers to one's freedom to act. The two aspects of face are the basic wants in any social interaction, and so during any social interaction, cooperation is needed amongst the participants to maintain each other's face.

There are four types of politeness strategies, described by Brown and Levinson, that sum up human "politeness" behavior: Bald On Record, Negative Politeness, Positive Politeness, and Off-Record-indirect strategy.

In the bald on record strategy, the speaker does nothing to minimize threats to the hearer's face. Negative politeness strategy recognizes the hearer's face, but it also recognizes that the speaker is in some way forcing on them. The positive politeness strategy is usually seen in groups of friends, or where people in the given social situation know each other fairly well.

The researcher reviews the previous studies. There are two previous studies. The first studied is Ani Septyaningsih (2007) "An Analysis of Positive Politeness Strategy in the Film Entitled In Good Company". In this thesis, she only focuses in positive politeness strategy. The second is Ratih Kusuma Wardani (2014) "Politeness Strategies of Female Teenagers in Wild Child Movie". In this thesis, she explain about the way female teenager (Poppy Moore) constructs politeness strategies while communicating with her female friends in the movie.

The researcher has some reason to analyze politeness strategies through The Proposal movie. The researcher employs the film entitled "The proposal" directed by Anne Fletcher and the transcript of the film as the source of the data. The first are film is chosen since the characters employ many kinds of politeness strategy. Besides, the characters represent the people in real life, the social and situational contexts are like in the characters in the real world. The second reason is because politeness strategies we can understand about strategies that are used to minimize or avoidacts that infringe on the hearers' need to maintain his/her self esteem, and be respected. The third the researcher will be choose to explain kind of politeness strategies in The Proposal movie because the context of The Proposal movie based on the intent and desire of speakers who aim to influence the reader, so the result of the research can be easy to understood by the reader.

1.2. Problems of Study

- 1.2.1. What kinds of politeness strategies by the main characters in the proposal movie based on Brown and Levinson's politeness strategy?
- 1.2.2. What are the dominant politeness strategies used by the main characters?

1.3. Objectives of Study

1.3.1. To know about the kinds of positive and negative politeness strategies by the main characters in the proposal movie based on Brown and Levinson's politeness strategy.

1.3.2. To explain about the dominant politeness strategies used by the main characters.

1.4. Significance of Study

Through this study, the researcher expects that the result of this analysis can be useful not only for the researcher but also for other people who read and need an information about politeness strategy based on the method that is used by researcher.

The researcher also expects that this research will give understanding about the kinds of positive and negative politeness strategies by the main characters in the proposal movie based on Brown and Levinson's politeness strategy and about the dominant politeness strategies used by the main characters.

1.5. Scope and Limitation

In this research we can found the kinds of positive and negative politeness strategies by the main characters in the proposal movie based on Brown and Levinson's politeness strategy and we also found the dominant politeness strategies used by the main characters.

1.6. Definition of Key term

Language is communication for human being and it develops through various changes.

Politeness Strategies are strategies that are used to minimize or avoid the Face Threatening Acts (FTAs) that a speaker makes.

Brown and Levinson is a major framework that combines these differing politeness strategies.

Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his/her self esteem, and be respected.

The Proposal is the movie that will research by the researcher.

1.7. Review of previous studies

The researcher reviews the previous studies. The first studied is Ani Septyaningsih (2007) "An Analysis of Positive Politeness Strategy in the Film Entitled In Good Company". In this thesis, she only focuses in positive politeness strategy.

The second is Ratih Kusuma Wardani (2014) "Politeness Strategies of Female Teenagers in Wild Child Movie". In this thesis, she explain about the way female teenager (Poppy Moore) constructs politeness strategies while communicating with her female friends in the movie.