

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background of the Study**

Language is one of the important needs in every country in this world because language used for communication and interaction with each other that have different status. The language spoken by speech communities such as English, Chinese, Swahili, Portuguese, and so on (Nucecettell and seay, 2008:1). Thus, Language is the significant part of human life. It is used to socialize and to interact with each other. Without language people will be very difficult to cooperate and understand other people wants and thoughts. It can also influence to human's attitudes, characters, social action, and others. Besides, language is a unique thing.

On the other hand, language is commonly occurring in our daily life. There are some ways to make the communication runs well. One of them is a politeness strategy. Politeness can help us to avoid conflicts. It is very important to understand the norm of politeness and apply it well when we are conversing with other people. Polite behavior certainly can be accepted by other people and social, because it can make other people who become their addressees feel better and comfortable. In every day usage the term 'politeness' describes behavior which is somewhat formal and distancing, where the intention is not to intrude or impose (Holmes, 1995:4). That is clear that politeness is always be accepted by other people in the society and

especially in formal situation. It used in order to do not make someone injured. Indeed, we must always being polite.

A polite person makes other feel comfortable. Politeness is necessary to employ in the daily encounter aiming at building comfortable circumstance between two individuals which potentially not disrupt each other (Nadzifah, 2012:2). From statement above indeed politeness is not only make someone comfortable but also make circumstances comfortable. Being polite means expressing respect towards the person you are talking to and avoiding offending them. Politeness is also refers to behavior which actively expresses positive concern for others.

Being polite may also involve the dimension of formality. In a formal situation the appropriate way of talking to your brother will depend on your roles in the context (Holmes, 1992:297). For example if he is acting as the judge in a law court then calling him 'Tom' will be considered disrespectful, while at the dinner table calling him 'Your honour' will be perceived as equally rude. From statement and an example above we can know that be polite not only in other people but also with our brother in the family. It depends on the context what your brother is. If one of your brother is a great man and have great title we have to respect him in his work place.

According to Holmes (1995:10), different social group use language very differently, and ways of being polite often contrast markedly. The use of slang among a group of young friends, for instance, reflects in group membership, and so slang can

express positive politeness or friendliness towards a new group member which is known to each other very well.

In social interaction, it is common for speakers to represent themselves. However, the self representation can not freely be expressed, because every body would like to have good image and good relation with each other. Face is the most important part of our body which is used to show the expression, appearance and identity among others.

Politeness can also be defined as a means employed to show awareness of another person's face. Brown and Levinson (1987:61) assumed that every individual has two types of face, positive and negative. Positive face is defined as the individual's desire that her/his wants be appreciated and approved of in social interaction, whereas negative face is the desire for freedom of action and freedom from imposition.

According to Watts (2003:86) Politeness strategies will therefore be those which aim (a) at supporting or enhancing the addressee's positive face (positive face) and (b) at avoiding transgression of the addressee's freedom of action and freedom from imposition (negative face). Positive politeness being addressed to the addressee's positive face and negative politeness being addressed to her/his negative face.

In order to figure out the phenomenon, the writer applies the theory of politeness strategies proposed by Brown and Levinson (1987:92). There are four kinds of politeness strategies: Bald On-Record, Positive Politeness, Negative Politeness and Off-Record. Politeness strategies also have several social factors such

as: Power, Distance, and Ranking of imposition. Therefore, each type of politeness may be influenced by different social factor. There are a number of social dimensions which have proved useful in analyzing linguistic politeness by Holmes (1995:11). They are the solidarity-social distance dimensions, the power dimension and the formality dimension.

Actually politeness strategy is not only used when we are interacting with each other or when we are communication with group of people directly in the environment around us but also politeness strategy often used all of characters in the movies. There are many movies that use politeness in all actions especially for the main characters toward his addresses.

The writer uses "*Snow White and The Huntsman*" as the source to find out that politeness strategies that are used in the movie. This film is based on a fairy tale entitled "*Snow White*". It was written by Brothers Grimm. It is also directed by Rupert Sanders in 2012 years. It is a fantasy movie. The story tells about the glory and destruction of King Magnus and Queen Eleanor. They are given a beautiful daughter named Snow White. Along period of time, Queen Eleanor dies because of her illness. After doing the battle with a dark and mysterious army, King Magnus marries with the beautiful Ravenna. Ravenna is a powerful sorceress woman. She is also the master of the dark army. She kills the King Magnus when in their wedding night and takes the throne of King Magnus. The phantom armies and Finn as Ravenna's brother appear soon after the death of King Magnus. The night battle happens inside of the castle. In fact, Duke Hammond escapes with his son William

but unable to help Snow White who is caught by Finn. Then, Snow White is locked for a long period in the north tower of castle.

Snow White and The Huntsman is one of western movie that some characters use politenes in all action especially for main characters. Snow white is a female main protagonist of Snow White and The Huntsman. She is the only-born daughter of King Magnus and Queen Eleanor. While Eric is the Huntsman and the deuteragonist of Snow White and the Huntsman. He was once married to a young woman named Sara, but she died tragically many years ago. Ever since his wife's death, Eric's life has sadly fallen a part and her death may even be one of the reasons why he became a Huntsman.

Therefore, the writer assumed that there are many utterances that can be analyzed by politeness strategy. The theory used is politeness that proposed by Brown and Levinson. The strategies of politeness used by the main characters are bald off record, positive politeness, negative politeness and bald on record. Each of politeness strategy has sub strategy. The main characters' utterances use it in different sub strategy. It usually uses because each of them tries to care and does not want to threat Hearer's face, such as the example below.

**Snow White:** Be careful you don't fall!

**William:** I'm just getting you an apple. Here you go.

From an example above shows that the speaker (Snow White) uses **bald on record (instances in which threat minimizing doesn't occur-great urgency)**. She uses utterance "Be careful you don't fall". She tries to minimize face-threatening acts

implicitly in order William doesn't fall from an apple tree. It also shows that both of the speaker and the hearer have a close relationship.

The writer is interested to analyze politeness because the writer knows that politeness is a good behaviour that always accepted by other people in the environment around us. It also makes other people better and the circumstance is comfortable. Therefore, politeness is one of the symbol of respect. The writer also is attracted in this movie because it provides the example of politeness strategies and the conversation that can be applied in today daily conversation. Moreover, it is interesting to analyze these two main characters when conversing with their addressees who is has different status. Through this research, the writer will use the theory of politeness strategies by Brown and Levinson (1987). Here, the writer just focuses in utterances that produced by the main characters in all action because that is the important point to support this research.

## **1.2. Statement of the Problems**

From the background above, the writer formulated these two research questions that might be of relevance to figure out the phenomenon of politeness strategies in "Snow White and The Huntsman".

1.2.1. What kinds of politeness strategies are used by Snow White toward her addressees?

1.2.2. What kinds of politeness strategies are used by Huntsman toward his addressees?

### **1.3. Objective of the study**

Following the questions above, the writer wants

1.3.1. To find out the kinds of politeness strategies are used Snow White toward her addressees in “Snow White and The Huntsman”

1.3.2 To find out the kinds of politeness strategies are used Huntsman toward his addressees in “Snow White and The Huntsman”

### **1.4. Significance of the study**

By doing this research, the writer hopes that readers will more understand about politeness proposed by Brown and Levinson that is used by the main characters in the “Snow White and The Huntsman”.

Moreover, the writer expects the research along with the findings can give some useful valuable contribution not only to the linguistic field, but also people outside linguistic fields that need develop an awareness of the use of politeness strategies when conversing with everyone in the environment.

### **1.5. Scope and Limitation**

The scope of the study is sociolinguistic, especially about politeness used by main characters when conversing with their addresses. This research is limited on analyzing politeness strategies. In this research, the writer focuses on the conversations which are used by the main characters in “Snow White and The

Huntsman”. So, the writer will analyze the kinds of politeness strategies based on Brown and Levinson. They are bald on record, positive politeness, negative politeness and bald off record.

### **1.5. Definition of the Key Terms**

The following terms are necessary for the limitation of study:

- 1.5.1. FTA : Acts and strategies which could harm or threaten the positive or negative face of one’s interlocutors. (Brown and Levinson, 1987:92)
- 1.5.2. Politeness Strategies : Strategies that are developed in order to save the hearer’s face. (Brown and Levinson, 1987:60)
- 1.5.3. Face : The public self image that every member wants to claim for himself, consisting in two related aspects. They are negative face and positive face. (Brown and Levinson, 1987:61)
- 1.5.4. A main character : The most important person in the play, novel, film, drama, book, etc. (Longman, pearson. 2007:99)



### **1.5. Organizations of the Study**

This study is divided into five chapters. The first chapter provides an introduction, which consists of background of the study, the statement of the problems, the purpose of the study, the significance of the study, the scope and limitation, the definition of key terms, and the organizations of the study. The second, the review of related literature is presented. The third chapter is the methodology which the writer talks about the approach and how the writer collects, classifies and analyzes of data. The fourth chapter is about the analysis of the data, which consists of the findings and discussions. The last chapter or the fifth chapter is the conclusion of the study.